



## DEVELOPING A MARKETING & COMMUNICATIONS PLAN

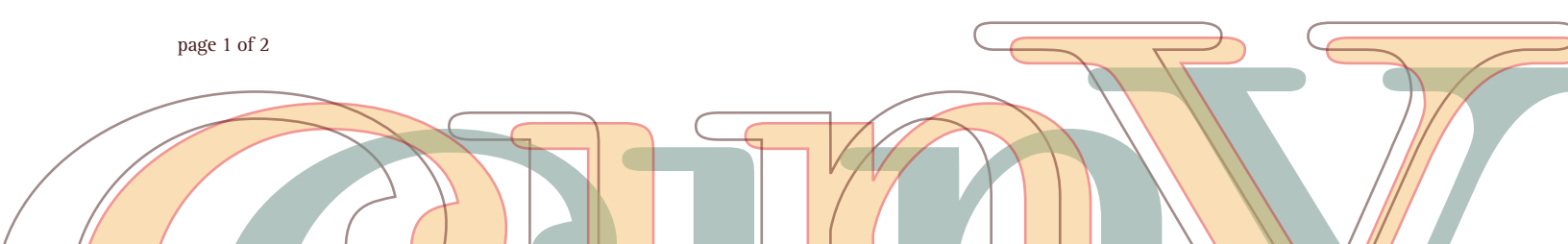
### 1. Establish Goals.

- A. Goals should support your regular business functions.
- B. Write them down. This makes them real and tangible. It also makes you more accountable.
- C. Goals must be measurable. (i.e. – Build a client base of 10 new clients. Increase sales by 10% by year end.)
- D. Be reasonable, but make your goals challenging.

### 2. Create Tools.

- A. Lay a Solid Foundation. Before you start designing a brochure or website, do some footwork. By completing a couple essential first steps, your future marketing and communication campaigns will be much more effective. Ultimately, your organization will be more successful.
  - a. Target Audience. Dig into the minds and hearts of the people who are purchasing your products and services. Find out what they value and how you can fill their needs.
  - b. Branding. Define your organization with a personality. A full-day or half-day Branding Workshop with select employees or all employees is a great way to discover your brand. To maintain a strong brand, develop a Brand Platform and designate a Brand Ambassador.
  - c. Messaging. Develop messaging that will speak to the target audience and move them to act. Don't just talk about the features and benefits of your products or services. Tell about who you are and how your customers will feel when they engage your business.
- B. Vehicles. These forms of communication will drive the established messaging to the target audience. Not all communication vehicles are appropriate for every situation or every target audience. For example, if your organization serves the elderly population, launching a social media campaign is probably not going to get you very good results. On the other hand, if your organization serves 14-18 year olds, social media is a very likely effective strategy.

- Corporate Identity (logo, tagline, colors, fonts)
- Stationery System (Business Card, Letterhead, Envelope, Mailing Label, Note Card, Email Signature)
- Signage
- Informational Brochure
- Folder & Info Sheets
- Website
- E-Blast
- Advertisement
- Newsletter
- Social Media
- Annual Report
- Tradeshow Booth
- Op-Ed Articles Press Releases



### 3. Use Tools to Achieve Goals.

Develop action plans and marketing and communication campaigns to achieve the your goals. Take budgets and time lines into account when implementing.

- A. Media Outlets. Use media outlets to raise awareness of your business. Media can be paid or earned. Paid media is what you typically think of, such as advertising. Earned media is even more effective, but sometimes harder to get. An example of earned media would be an article in a newspaper. Social media is another media outlet to consider.
- B. Direct Mail or Email Marketing. Distributing strategic marketing messages to keep your customers engaged.
- C. Local Events. Use local events to raise awareness of your products and services and distribute marketing materials or samples.
- D. Partners & Networking. Leverage partnerships with other businesses and never underestimate the value of networking. A lot of business is about relationships - relationships with suppliers, customers, and sometimes even competitors.

### 4. Monitor Results.

Is the plan working? Do we need to make adjustments?

