

MARKETING PLAN WORKSHEET

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PROJECT NAME AND TIME FRAME _____

Marketing Goals/Objectives	Target Audience	Messaging	Tools & Tactics (including budget)

MARKETING, PUBLIC RELATIONS, ADVERTISING AND BRANDING

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MARKETING	<ul style="list-style-type: none">■ A series of exchanges■ Strategic activities designed to create value in the mind of a specific target audience■ Includes market research, identifying a market niche (also known as positioning) and analyzing marketplace competition■ Defining the Marketing Mix – the 4 P’s<ul style="list-style-type: none">- Product- Price- Place- Promotion
PUBLIC RELATIONS	<ul style="list-style-type: none">■ A sustained effort to establish a positive public image■ Usually focuses on media relations■ Promotes features and benefits■ Designed to help target audiences understand the organization and its mission■ Identifies which communications medium a target audience prefers and is most practical
ADVERTISING	<ul style="list-style-type: none">■ Attracts public attention through paid announcements■ Activities include direct mail, newspaper ads, commercials, fliers■ Includes the strategies for ad placement and an advertising calendar
BRANDING	<p>According to Interbrand, a company that places a dollar value on corporate brands around the world: A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence. The United Way brand is estimated to be \$35 billion dollars.</p>

New Marketing & Communications for Today's Community NonProfit

With Charlotte King

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Free & Low-Cost	Online
<ul style="list-style-type: none"> <input type="checkbox"/> Network, network, network!!! Be sure to also follow-up!! <input type="checkbox"/> Attend public meetings <input type="checkbox"/> Find ways to partner with other organizations <input type="checkbox"/> Media promotion/press release <input type="checkbox"/> Become a media expert resource <input type="checkbox"/> Post card campaign <input type="checkbox"/> Word-of-Mouth Advertising <input type="checkbox"/> Collect quotes and customer referrals <input type="checkbox"/> Customer rewards & recognition <input type="checkbox"/> Thank You notes to volunteers <input type="checkbox"/> Write an article or offer tips on tree care <input type="checkbox"/> Write a letter to the editor <input type="checkbox"/> Develop a press room on your website <input type="checkbox"/> Launch a speakers bureau <input type="checkbox"/> Develop a Photo File on your website <input type="checkbox"/> Host a free workshop for parents, community leaders, sponsors, corporate staff <input type="checkbox"/> Plan a holiday promotion <input type="checkbox"/> Measure your marketing: <ul style="list-style-type: none"> - quantitative - qualitative 	<ul style="list-style-type: none"> <input type="checkbox"/> Website, website links, and advertising <input type="checkbox"/> E-newsletter <input type="checkbox"/> Advertise on Google <input type="checkbox"/> Blogs <input type="checkbox"/> Viral marketing – create something interesting for customers to share and pass on <input type="checkbox"/> Word of Mouth Marketing Association www.womma.org <input type="checkbox"/> Survey Monkey – online customer surveys <input type="checkbox"/> www.linkedin.com – FREE online business community. Also, offers hundreds of national business networking groups complementary to your mission. <input type="checkbox"/> Or start your own.

\$500 Marketing Budget

<ul style="list-style-type: none"> <input type="checkbox"/> Use a press distribution service <input type="checkbox"/> Renting space at a trade show <input type="checkbox"/> Buy a mailing list <input type="checkbox"/> Prize drawings (you may even be able to get a local business to donate the prizes) <input type="checkbox"/> Plan a volunteer-driven CASA event <input type="checkbox"/> Develop a community-focused newsletter <input type="checkbox"/> Post Card Campaign <input type="checkbox"/> Invite a dozen corporate people to EVERY EVENT or invite them to lunch – grow these relationships NOW so it's easier to ask for their help later. <input type="checkbox"/> Business association membership – join a group outside of your industry <input type="checkbox"/> Printed materials: Posters, brochures, business cards, signage 	<p>Post Card Campaigns</p> <p>Here's a simple way you can generate lots of sales leads ...or traffic to your web site. Use postcards. They're highly effective and very low-cost. Plus, postcards provide the following 6 unique advantages over most other types of advertising.</p> <ol style="list-style-type: none"> 1. Maximum Exposure for Your Sales Message Postcards are delivered 'ready to read'. Even people who usually ignore other advertising will find it hard to avoid looking at your message when it's on a postcard ...especially if you keep it brief. With other types of advertising you often lose prospects who would have been interested in your offer ...but they never saw it. 2. Simple and Low-Cost Postcards are simple to produce - and very low-cost. You can print 4 x 6 inch postcards on your own computer for less than 2 cents each. Or you can reduce the cost down to about 1 cent each if you print 4 at a time on 8 1/2 x 11 sheets of card stock and cut the sheets into quarters. Even postcards printed by a commercial printer are not expensive ...usually about 4 cents to 8 cents each. The postage for mailing postcards is low too. In the US you can send postcards by First Class Mail for only 23 cents. This reduced postage rate applies to postcards that are at least 3 1/2 x 5 inches but not over 4 1/4 x 6 inches. 3. Get Immediate Results Because postcards are simple and easy to use - they produce results quickly. Often your postcards can be mailed within a week from the time you decide to use them. You will start getting replies 2 or 3 days later. 4. Gain Control of Your Sales Activity Postcards put you in control your sales activity. You can avoid getting too many or too few responses during any time period by regulating how many postcards you mail and how often you mail them. 5. No Wasted Advertising Expense Postcards enable you to spend your entire advertising budget on your best prospects. You don't have to pay for advertising to a large audience in order to reach a few good prospects. Then call several national mailing list brokers and tell them what you are looking for. You'll be surprised at how specific some mailing lists are today. 6. Can Evaluate Results Quickly Postcards normally generate 90 percent or more of their total number of replies within 7 to 10 days. This enables you to quickly and accurately evaluate the results of postcard advertising. <p>\$179 for 5,000 Postcards – www.custompostcards.com</p>
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\$1,000 Marketing Budget

<ul style="list-style-type: none"> <input type="checkbox"/> Advertising Campaign; Valpak – shared direct mail promotion <input type="checkbox"/> Event sponsorship <input type="checkbox"/> Advertising specialties/premiums – build goodwill and name recognition 	<ul style="list-style-type: none"> <input type="checkbox"/> Host a meeting or community event <input type="checkbox"/> Hire a professional marketer or writer
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