

Marketing 101 – Sunday, July 9, 2006

1. Know your product or service?
  - a. What is it? What's it called? Describe it in detail.
  - b. What makes it unique?
  - c. Know your competitors. Are there any?
    - i. (Hint: Sometimes it's the weather.)
2. What is your goal?
  - a. In a clear and concise statement, state the specific goal (or goals) for a successful desired outcome. (Sell more widgets? Attract volunteers? Entice people into action?)
  - b. Is the goal realistic?
  - c. Is the goal measurable?
3. What do you want to say?
  - a. Define your key messages.
  - b. K.I.S.S. (Keep it simple, stupid.)
4. Who do you want to talk to?
  - a. "The customer is always right . . . as long as you've got the right customer!"
  - b. Define your target audience(s); customers; potential users (are there multiple audiences?)
    - i. Demographic (age, gender, income, occupation, education)
    - ii. Geographic (where they are located)
    - iii. Psychographic (lifestyle, hobbies, interests)
  - c. Write a description of the "typical" target audience for your project.
5. What resources do you have to work with?
  - a. Is there a budget?
  - b. What can be donated?
  - c. What can you do for free?
  - d. Who can you partner with?
6. What activities can we do? Come up with a marketing plan.
  - a. Get into the details and deadlines!
    - i. Paid advertising? (Broadcast TV, Radio, cable, print, outdoor, other?)
    - ii. Pro-bono ("for the good" or more accurately "for the public good")
    - iii. PSAs
    - iv. Online? Web, blogs, email, etc.
    - v. Viral? (Sweat equity) Person to person
    - vi. Events?
    - vii. Publicity? (Press release?)

7. Get CREATIVE!
  - a. Get noticed. First, get their attention!
  - b. Next, motivate them to learn about you.
    - i. Why should they care?
    - ii. Make it easy (path of least resistance), don't make it "work"
  - c. Finally, get them to act.
    - i. Make the "ask" – give them the opportunity to participate (this is how you "cultivate" your audience).
    - ii. Give 'em details: who, what, when, where, how(much)?
8. Delivery/Implementation
  - a. How do you follow through with your plan and your creative?
9. Follow-up
  - a. Analysis;
  - b. Measurement;
  - c. Evaluation
  - d. Relationships and Stewardship
    - i. Keep them happy. Make the customer experience GREAT!
    - ii. Keep them coming back. It's easier to KEEP existing customers than to ACQUIRE new ones!

# MARKETING PLAN – WORKSHEET

List Product/Service (Define as clearly as possible what's being sold or promoted):

What's the Goal (List the specific, measurable outcome you desire):

Key Message (In a sentence or two, list – exactly – what you want to say):

Target Audience (Who are you trying to reach? Why? Get personal!):

Resources (What have you realistically got to work with?):

Marketing plan (list all activities, including timelines, deadlines, selected media, costs, people and other resources needed to put your plan into action):

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Paid TV spot    | <input type="checkbox"/> Donated TV PSA         | <input type="checkbox"/> Donated TV production    |
| <input type="checkbox"/> Paid Radio spot | <input type="checkbox"/> Donated Radio PSA      | <input type="checkbox"/> Donated Radio production |
| <input type="checkbox"/> Paid Cable spot | <input type="checkbox"/> Donated Cable PSA      | <input type="checkbox"/> Donated Cable production |
| <input type="checkbox"/> Press release   | <input type="checkbox"/> Targeted E-mail        | <input type="checkbox"/> Acquire addresses        |
| <input type="checkbox"/> Printed mailing | <input type="checkbox"/> Donated printing       | <input type="checkbox"/> Donated design           |
| <input type="checkbox"/> Paid Outdoor    | <input type="checkbox"/> Donated Outdoor        | <input type="checkbox"/> Web-related activities   |
| <input type="checkbox"/> Special event   | <input type="checkbox"/> Viral marketing (list) | <input type="checkbox"/> Other                    |

{ press release template }

For Immediate Release

Date: \_\_\_\_\_

Press contact: \_\_\_\_\_

Contact info: \_\_\_\_\_

**HEADLINE GOES HERE – BASIC EYE-CATCHING KEY MESSAGE**

(Dateline) TUCSON, Az – Lead paragraph here (tells the “big picture” information, including dates, locations, etc. Should be provocative and specific. Remember the “inverse pyramid” journalistic style. Most important stuff at the top!

Other paragraphs prop up the lead, can include appropriate support information, quotes from key people if necessary.

“I’m very happy to support this fine organization as they seek to make our community a better place for everyone to live,” said Jane Doe, mayor of Everytown, USA.

Still more stuff can go here, if it really supports the basic premise of the release. When in doubt, leave it out!

Last paragraph is often referred to as “boilerplate,” which gives basic information about the sender: For more than 12 years, XYZ Widget Company has been the main supplier of teflon widgets throughout the greater Cincinatti area. XYZ Widget Company is a subsidiary of ABC Conglomerate, Inc., a family-friendly megalithic corporation that prides itself on providing widgets to people who need widgets.

This means the press release is done → # # #

{ sample radio PSA }

(Music swell full and under)

ANNCR: HEY! HAVE I GOT YOUR ATTENTION?

GOOD! NOW MAYBE YOU'LL LISTEN TO THE

WONDERFUL THINGS I HAVE TO TELL YOU

THAT WILL BE MEANINGFUL TO YOU AND MAKE

YOU WANT TO COME TO MY EVENT, BUY MY

PRODUCT, OR VOLUNTEER YOUR TIME AND MONEY

FOR MY ORGANIZATION.

HERE'S WHY.

THERE'S NO OTHER ORGANIZATION LIKE MINE.

YOU BELIEVE IN IT. IT HELPS YOU. MAKES YOU

FEEL GOOD ABOUT YOURSELF, (AND YOU DO WANT

TO FEEL GOOD ABOUT YOURSELF, DON'T YOU?)

SO ACT NOW. I MEAN RIGHT NOW! CALL 555-5555

LIKE RIGHT NOW. I'LL REPEAT IT. 555-5555.

EASY TO REMEMBER, RIGHT? 555-5555

(Music swells to crescendo and fades out)

**NOTE: ALWAYS read your copy out loud (not a whimpy whisper, either) with a stopwatch in hand! You read faster silently than you do outload.**