



U.S. Chamber of Commerce
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Management

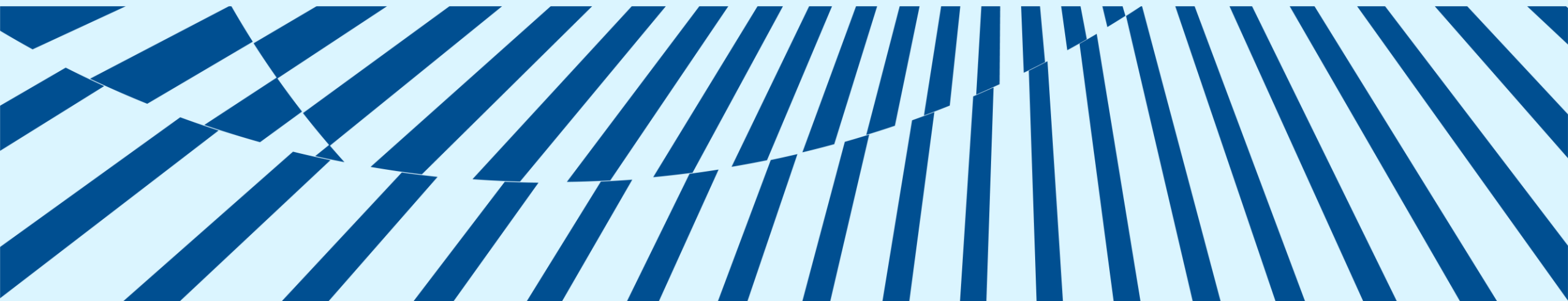
C260 Marketing Strategies

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[Agreements]

Organization = Chamber and/or Association

Community = Member and Non-member



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[Objectives]

- Identify key elements of a **marketing plan**;
- Implement **techniques for researching** your audience and **measuring success**; and
- Utilize **marketing tools** for nonprofits.



[Pareto Principle]

The Pareto Principle claims that **80 percent** of consequences come from **20 percent** of causes.

Volunteers

Fundraising

Revenues

Engagement



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[Pre-Class Discussion]

Introductions

- Name
- Organization
- Location
- Role with Organization



[Marketing Plan]

A marketing plan is a **documented, comprehensive strategy** that details an organization's overall efforts to **consistently promote its products, services, programs, or events.**

In short: **It is a proactive, intentional, and consistent effort.**



[Proactive]

Your marketing campaigns will begin with **where your organization is now and evolve** as your experience grows. In addition, it means **your plan and purpose will evolve** as the economic environment changes and you address the **changing needs** of your customers.



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[Intentional]

You **target a specific demographic** or audience with a **message that speaks directly to them**. It is important that you target this audience who is most likely to purchase your product or service.



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[Consistent]

Your marketing occurs at **regular intervals and never ends**, whether it is weekly, monthly, quarterly, etc. Your consistent marketing ensures **there are always prospects being introduced** to your business while also keeping in touch with your current customers.



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[Covey's Habit 2]

Stephen Covey's *The Seven Habits for Highly Effective People*, encourages us to “Begin with the End in Mind”:

- Identify goal(s)



[Components of the Plan]

Focus

Goals & Objectives

Situational Analysis

Marketing Strategy

Target Audience

Tactics

Metrics

Budget

Calendar

Responsibility & Accountability



[SMART Goals]

Specific: Are the objectives precise and unambiguous?

Measurable: Can we quantify the goals and evaluate objectively?

Achievable: Are they feasible? Are they based on internal and external benchmarks?

Relevant: Do they support short- and long-term organizational goals?

Time-bound: Are they defined in terms of a time frame to be achieved?



[Goals & Objectives]

What is the ultimate goal....

For your organization?

For your prospective customers?

Identify an objective for your department or organization.



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[Activity]



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[Marketing Plan Framework]

Goal/Objective	<i>Organization:</i> Increase non-dues revenue by 25% by end of fiscal year. <i>Department:</i> Increase annual conference/meeting attendance by 10% in 2022.			
Situational Analysis				
Marketing Strategy				
	Audience/Message	Tactic(s)	Metrics	Budget
Strategy One				
Strategy Two				
Strategy Three				



[Situational Analysis]

Document the present conditions. This could be your industry, your community, the economy, etc. Now identify how your organization is currently positioned with relation to this situation.

Write a brief situational analysis related to your objective.



[Marketing Plan Framework]

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Situational Analysis	<p>Conference/meeting has averaged 200 attendees for last three years, more of whom are the same annually. Feedback has shown location, speakers, and topics are key to decision to attend. Cost is not a factor when value of speakers and presentations is high.</p>			
Marketing Strategy				
	Audience/Message	Tactic(s)	Metrics	Budget
Strategy One				
Strategy Two				
Strategy Three				



[Marketing Strategy]

This is your overall plan of action.

Identify a product or service to offer.

State your Unique Value Proposition.



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[Marketing Plan Framework]

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Marketing Strategy	<p>Quality of program is high. We are centrally located and draw from several states/regions. Relationships with other attendees support attendance. Low-cost continuing education.</p>			
	Audience/Message	Tactic(s)	Metrics	Budget
Strategy One				
Strategy Two				
Strategy Three				



[Activity]



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[Evaluate Your Value]

Strategy	Tactics
To build the organization's membership	Showcase members <ul style="list-style-type: none">• Social Media• Direct Mail Open House <ul style="list-style-type: none">• Home-based Business• Service Business• Business-to-Business



[Evaluate Your Value]

Points of Differentiation (POD)	Points of Parity (POP)
<p>What do members associate so strongly and positively with your organization that they don't believe they would find to the same degree with a competitor?</p>	<p>What features or benefits do members view as necessary to meet their baseline needs, but are enough for them to choose your offering?</p>



[The SAVE Model]

Solution: That problem do you solve?

Access: How do you support the member's journey?

Value: What is the benefit relative to price?

Education: How can you attract members with relevant information?



[Target Audience]

Create an avatar of your ideal member. This is the people most likely to purchase from you.

What is the ultimate desire and/or the biggest benefit.

List the key characteristics of your ideal.



[Market Segmentation]

Would you benefit by segmenting your target audience...and then communicating directly and specifically to that segment?

For example:

Age (young professional versus established professional)

Revenue (under \$1MM versus more than \$30MM revenue)



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[Marketing Plan Framework]

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Strategy One	Previous Attendees			
Strategy Two	New to Industry			
Strategy Three	Lapsed Attendees			



[The Benefit]

Healthy organizations understand customers don't want to buy your product or service. They want to buy the outcome—the benefit for them.

What outcome do you provide?

Why is your outcome better than the competitions?



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[Position Statement]

For [Target], [Your Organization] is the [what is your business] that provides [Benefit].

That's because [insert Benefit].

Example:

For non-profit professionals, Institute is the professional development opportunity that provides masters-level training from industry experts.



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[Tactics]

How are you going to communicate with the target audience?

Be sure and include multiple touchpoints.

List three to five channels that you will use to reach your audience.



[Marketing Plan Framework]

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Strategy One	Previous Attendees	Save the Date direct mail Registration email Early bird discount		
Strategy Two	New to Industry	Phone call from volunteer Open Houses First-time discount		
Strategy Three	Lapsed Attendees	Letter direct mail Phone call from leadership Come back discount		



[Metrics]

Did you reach the right audience?

Did you engage them with relevant content?

Did you motivate them to take the desired action?

Were resources spent efficiently?

Did you generate a positive ROI on marketing?

Did you achieve your objectives?



[Metrics]

Measuring the impact and return on investment. Identify baselines.
Where can you find this information?

List three to five metrics that you can use to measure the success.



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[Marketing Plan Framework]

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Strategy One	Previous Attendees	Save the Date direct mail Registration email Early bird discount	Attendance Early registration Email clicks	
Strategy Two	New to Industry	Phone call from volunteer Open Houses First-time discount	Number of newbies Phone calls taken Discounts used	
Strategy Three	Lapsed Attendees	Letter direct mail Phone call from leadership Come back discount	Number returning Discounts used	



[Budget]

What do you have available to spend?

How much do you need for the effort?

What can be done in house? What needs to be outsourced?

- **Provide an estimate of expenses based on your plan.**



[Marketing Plan Framework]

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Strategy One	Previous Attendees	Save the Date direct mail Registration email Early bird discount	Attendance Early registration Email clicks	Printing Postage Discounts
Strategy Two	New to Industry	Phone call from volunteer Open Houses First-time discount	Number of newbies Phone calls taken Discounts used	Discounts
Strategy Three	Lapsed Attendees	Letter direct mail Phone call from leadership Come back discount	Number returning Discounts used	Stationery Postage Discounts



[Calendar]

Remember: This is a **process** not an event....

Include preparation time, start date, and end date.

Mix channels and platforms to reach the audience in several ways.

- **Create a calendar for each quarter of your plan**



[Activity]



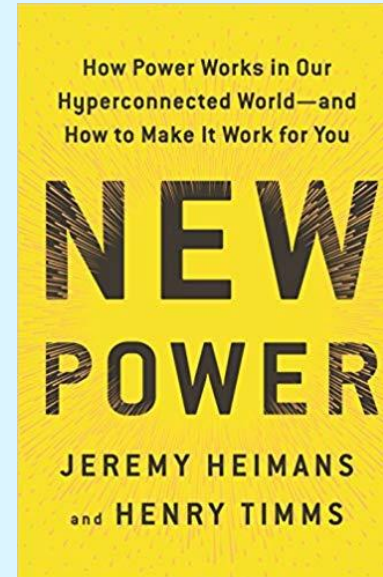
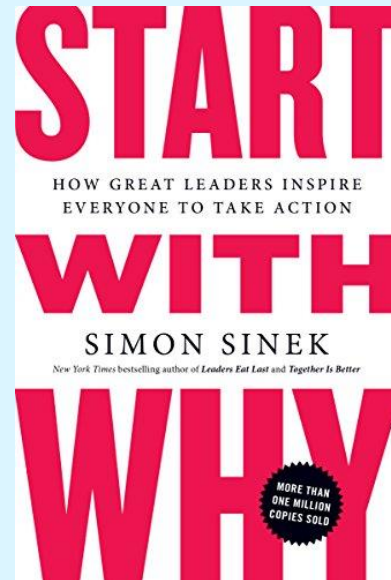
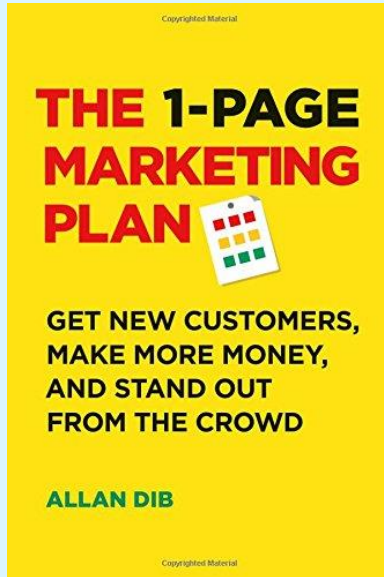
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[Resources]

- ASAE
- ACCE
- U.S. Chamber of Commerce
- State Associations
- Your Own Data (CRM, surveys, financials)



[Resources for Inspiration]



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[Summary]

- Every department, **every employee is responsible for marketing**
- Marketing goals and objectives **support the organization's goals**
- A **targeted message to the right audience** through the appropriate media is our goal
- Internal and external data can help **identify objectives**



[Conclusion]

- Is there anything we left out?
- What is one idea, program that you got from this course that you will implement at your organization?





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Thank you.

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