

## Marketing Plan - full

This information was written as part of the funded marketing advice service for voluntary and community groups in Bradford District funded by NRF and CBMDC.

### Marketing Plan

	Your information	Example/ notes
Organisation		
Date		Date written (inc year)
Time period covered by plan		e.g 12 weeks (summer playscheme), 6 months (training programme), 1 year (project), 5 years (to fit with business plan)
Plan written by		
What we do that no one else does, or does as well. (Unique selling point)		What makes you stand out? Is it the activities? E.g. only provision in the area. Is it the quality? E.g. high customer satisfaction?  Is it the way services are developed or run? E.g. all training is delivered by local people

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	Your information	Example/ notes
Why we do what we do and what we're aiming to achieve (mission statement, key messages)		Top tip – why not display your mission statement in reception, at the front of your annual report, in the editors notes of press releases, at events, in the kitchen!
Aims of this marketing plan		E.g. to change perceptions of the group, to increase business, to enable the business to change, to project a professional, trust worthy image to funders/ partner orgs.
Who are you marketing to?		e.g. funders (specific grant makers, commissioners, the council, PCT, probation service, doctors), the public (national, regional, local), current service users, people not using services but that would like them.
How much time is available to spend on marketing, on average per week?		X no of hours – to help you prioritise and plan.

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Who we aim to reach	Your staff, volunteers and committee members	Public & Stakeholders	Advertise activities to service users	Funders	Reaching further – new audience
Why/ message	(e.g. You're involved in a great organisation – look at what we're doing. To enable everyone to be an ambassador for your organisation.)	Organisation image (e.g. We're professional and make a difference in the community – image projected to public & stakeholders)	(e.g. Come along and take part, volunteer, its worth the money – if you're charging)	(e.g. We're here and doing a good job. We achieved what we said we would with your grant and told people about it)	(e.g. People not already involved that are a priority for your organisation)
Add ways of reaching them:					
Newsletters, leaflets posters					
IT & multi media (Your website, interactive e.g. blog, podcast, Film)					
Events (fun days, focus groups)					

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Who we aim to reach	Your staff, volunteers and committee members	Public & Stakeholders	Advertise activities to service users	Funders	Reaching further – new audience
People (reception, enquiries. first point of contact)					
Media (newspapers, radio. TV. external websites, bus ad)					
Word of mouth					

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<b>Market research</b>	Informally e.g. in person/ by phone	Through questionnaires/ feedback forms	In a comments box/ comments facility on your website	PR e.g. have their been any letters to the press?
What have people told you about your organisation?				
What improvements could we make. based on this feedback?				
What have people told you about the services you offer?				
What improvements could we make. based on this feedback?				

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### Main competitors

Who are they	What are their strengths?	What are their weaknesses?

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### Key Partnerships

Who are they	How can they help with your marketing?	How can you help them?
	e.g. do they have a newsletter you could advertise/ feature in, a website to link to, events you can go to, would a joint leaflet be appropriate?	

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### Review – How will we know if this plan worked?

		For example:
<b>Record where you are now</b> – what is the current position of the organisation e.g. how many people visit the centre, take part in activities, volunteer & for how long. What is the perception of the organisation		We had 10 people at our first class in May (before this plan)
<b>Try out your marketing ideas</b>		We asked participants to take a leaflet and give it to a friend
<b>Measure and record</b>		We then had 15 people at our fourth class in July.

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		For example:
<b>Find out what worked</b>		We asked the new people how they found out about the class (informal, face to face)
<b>Was it the planned marketing?</b>		We found out that 3 people had come because a friend had recommended it – result: leaflets worked, carry on
<b>Or was it something unplanned?</b>		We also found out that 2 people had seen things were going on at the centre and dropped in – result: increase visibility e.g. more signs, welcome, come & join us
<b>Add what you found out to your next marketing plan.</b>		

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### Marketing Action Plan

Start date	Purpose – whv we’re doina the marketing	Marketina method	Cost	Who is responsible/ who is involved	What a oood result would look like	End date
<i>Example</i>	<i>Example</i>	<i>Example</i>	<i>Example</i>	<i>Example</i>	<i>Example</i>	<i>Example</i>
1 <sup>st</sup> August 07	To improve the organisation’s	Improve reception (physical space & staff training)	15hrs staff time & £250 cash for physical improvements	Manager. Head of reception, ACVS training & nearby community centre whose staff also need reception training.	Improved feedback from users of the centre i.e. staff rated as more friendly than in the last survey (improvement of 20%)	1 <sup>st</sup> October 07 for training & improvements. Survey results 1 <sup>st</sup>

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