



## **MARKETING /ADVERTISING STRATEGIES AND TACTICS**

**February 20, 2014**



## **AGENDA**

- **Introduction**
- **Why Marketing?**
- **Building a Marketing Plan**
- **Local Options for Marketing and Advertising**
- **Example Case Study**

## Introduction

- Chelsa Ressetar-
  - Director of Advancement Vanguard College Preparatory School
  - Graduate of Vanguard and University of Texas in Business in Marketing
  - Worked 13 years for News America Marketing, a division of News Corp in Manhattan, Denver and Dallas. News America Marketing works with retailers and consumer package goods companies on all aspects of marketing. Past clients - Wal-Mart, Proctor and Gamble, Coke, SC Johnson, HEB, Curves, Frito Lay etc
- Liz Anderson
  - E.H. Anderson- Public Relations
  - 25 years in Marketing, Public Relations, Market Research
  - Past clients – Curves, Cabellas, Baylor, First National Bank-McGregor, Vanguard, Wilkerson-Hatch-Bailey, Waco Foundation, Mission Waco, CareNet and many more

## What is Marketing?

- The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers, goods and services.
- No matter what business you are in – We are all in Marketing
- The 4Ps of the Marketing Mix
  - \* Product (or Service)
  - \* Place
  - \* Price
  - \* Promotion



**"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." ~ Peter F. Drucker**

## Marketing Plans DRIVE – Advertising, Fundraising, Event Marketing, Public Relations etc

- Marketing Plans are built via a strategic process for annual activity.
- The right marketing plan identifies everything from
  - \* Who your target customers are
  - \* How you will reach them
  - \* How you will retain your customers so they repeat activity.
- All marketing campaigns(Advertising, Events, Fundraising, etc) must directly tie to the Marketing Plan.
- The Marketing Plan may be different than the non-profits Mission statement.
  - \* Example –
  - \* Mission Statement-
    - \* Help underprivileged children in North Waco with early childhood development.
  - \* Marketing Plan for 2014 –
    - \* Increase Awareness by X% in 2014 of our afterschool services and the amount of children we help in 2014.

## Marketing Plan vs Marketing Strategy vs Marketing Campaign

- What is the difference?
- Each one has its own set of requirements and means of accomplishing those requirements.

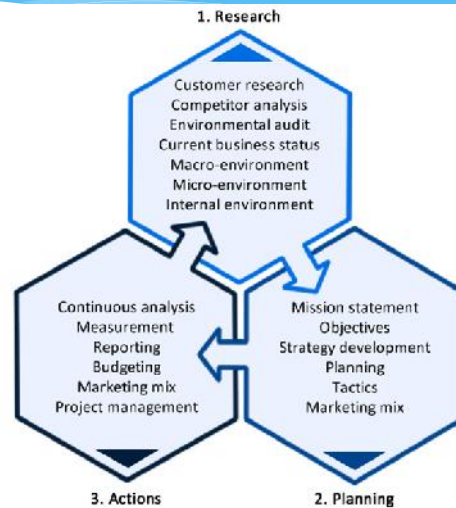


- Annual Strategy for the organization/product/service
- *The clearer the objective the better the advertising/marketing decisions become*
- Be S.M.A.R.T – Specific, measurable, attainable, relevant, time-bound
  - \* This will help you drive to your tangible goals.



## SWOT Analysis

## Marketing Plan Summary Diagram



## Step 2 - Marketing Strategy

- Within your marketing strategy, your objective from your marketing plan is going to be the guiding principle behind the marketing strategy.
- Continue to ask yourself if the strategy will advance your plan.
- Your objective on any marketing strategy must support your marketing plan objective by taking that objective and breaking it down to a more narrow set of goals.

## Key items to review when building a Marketing Strategy

- \* How many marketing strategies are needed to achieve the Marketing Plan?
- \* How am I going to meet the individual strategy?
- \* How is the budget for each strategy?
- \* Establish the objective of the individual strategies.
- \* What is the target market for each strategy
- \* What is the value proposition
- \* Establish your call to action.
  - \* What is it that you want your target market to do?
- \* Create consistent marketing content
- \* Setup a measurement and control system

## Step 3 – Building Marketing Campaigns

- *This is where the rubber meets the road.*
- The campaign addresses what types of advertising you are going to use to promote (print, direct mail, social media, etc.), what the schedule is for the campaign, how you are going to measure your success rate, and who you are actually targeting.
- What is the subject of the campaign?
- How many campaigns will be executed to support the strategy
- What is the budget for each of the campaigns?
- What is the method for measuring the success or failure of the campaign?

## Marketing Plan Example

### Marketing Plan

- \* In 2014 increase awareness of the ABC service by increasing donations by \$50K and increase child enrollment by 10%.

### Marketing Strategies

- \* The marketing strategies describes a time frame and an event(s) that the campaign will achieve.
  - \* Increase donor participation and awareness by 20% and increase donations by \$50K
  - \* Increase total amount of families served by 10% in 2014
  - \* Increase overall awareness of our services community wide

### Marketing Campaigns

- \* Marketing Campaign are shaping activities designed to increase interaction with customers while isolating the adversary.
  1. Create on-line + direct mail promotional campaign to all donors
  2. Local School Partnerships
  3. Board of Directors outreach campaign
- \* Wacoan ad 6 times a year.

## Example Planning grid

2014 Planning												
2014	January	February	March	April	May	June	July	August	September	October	November	December
The Marketing Plan	In 2014 increase awareness of the ABC service by increasing donations by \$50K and increase child enrollment by 10%.											
Marketing Strategy	Increase Donor Participation				Community wide Awareness Campaigns			Increase awareness of families served			Donor appreciation	
Marketing Campaigns												
Mail	Invitations to invited		Targeted Geo Demo Direct mail								Mailings to all contacts involved this year - Thank you	
Print Advertising	Ads in Waco Today, The Wacoan, Trib		Ads in Waco Today, The Wacoan, Trib	Ads in Waco Today, The Wacoan	Editorials	Ads in Waco Today, The Wacoan feature senior class		Ads in Waco Today, The Wacoan	Ads in Waco Symphony and Chamber of Commerce guide			
Collateral	Handouts at to board members		Community Events						Annual Packets mailed out for Fundraising			
Personal Contact		Calls to community leaders		Calls to all schools	Calls to prospects	Calls to prospects	Calls to volunteers				Thank you call to large donors	
Social Media	Website update	Monthly update posts on facebook	Board members share via social media						Targeted Email campaign for online giving			

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# Blank Planning grid

## 2014 Planning

[illegible]

## Marketing Plans are the umbrella for all Advertising and Promotion



## It is a Jungle out there.... Too many options



## What is the difference Editorial, Advertising, Advertorial, Promotion

- \* **Editorial**
  - \* Unpaid, Unbiased, looks at all angles, competitors, No guarantees, no control of message, High credibility, third-party validation
- \* **Advertising**
  - \* Paid, Biased, Guaranteed, total control of message, Little credibility
- \* **Advertorial**
  - \* Paid, Biased, In the form of a news article or news story, Guaranteed, total control of message, Marked “advertorial”, Less credible than editorial, somewhat more credible than advertising
- \* **Promotion**
  - \* Any campaign with an incentive – Coupon, Free offer

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## Local Marketing Campaign Options in Waco - Free and Paid



## Local Free Marketing Options

### Television

- \* Public Service Announcement (PSA)- :30 commercial free for non-profits. You provide TV station your logo, copy/message, brochure. Radio too.
- \* Local morning news appearances such as KWTX-TV Dan Ingham and Taina Maya and KCEN-TV Kris Radcliffe

### Social Media

- \* Facebook, Instagram, Twitter
- \* Search Engine Optimization
  - \* Relevant Posts
  - \* Consider Frequency
  - \* Consider your digital audience

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## Additional Free Local Marketing Campaign Options

### *Waco Tribune-Herald*

1. Briefly - submit via email to [goingson@wacotrib.com](mailto:goingson@wacotrib.com) one to two weeks prior
2. Photos in Neighbor Plus section
  - \* Photo opportunities are in print and online Request a Trib photo attend
  - \* If not, take your own photos and send to Trib
3. Call a reporter and “pitch” your news story
  - \* Example later in presentation
4. Letters to the Editor
5. Guest Columns

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## Additional Free Local Marketing Campaign Options

### *Wacoan, Waco Today*

- \* Editorial Calendars
- \* Julie Campbell Carlson Column

### *Contributed Articles*

- \* You write the article using a magazines editorial guidelines
- \* *West Waco Life and Woodway/Hewitt Life magazines published by HIBU*
  - \* *Stuart Christ is the editor*

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## Paid Advertising Options

- Always ask for Non-Profit rate
- Print advertising
  - \* Wacoan \$1,125
  - \* Waco Today \$500 full-page
  - \* Waco Tribune-Herald rates vary
- Billboards
  - \* Swift 6 X 12 board \$179/mo, 14 X 12 is \$300/mo \$150 production cost
  - \* Lamar
  - \* Littrell

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## Additional Paid Options

- Banners
  - \* High-traffic streets/street corners
  - \* Little League fields
  - \* Woodway Family Center \$200
- Google Ad Words
- Facebook Ads

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## Additional Paid Options

- **Electronic signs**
  - \* Extraco Events Center,
  - \* Community Bank & Trust
  - \* First National Bank McGregor
- **Mom's Everyday on KWTX-TV \$1255/mo for 12 months**
- **Event sponsorships that align with your mission**
- **Direct mail**
- **Online and mobile marketing**
- **Website; move to Wordpress so you can update it**

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## Local Example Care Net

## TWO ANNUAL EVENTS

### 1. Human Race Waco

- \* Adventure Race - Cross-Country Running, Mountain biking, and Paddling
- \* Supporters, Community-wide, People Outside of Waco

### 2. Care Net Banquet

- \* Supporters, Community-wide
- \* High-Profile Speakers

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## HUMAN RACE WACO

- Communicate Goal(s) to the team, i.e., number of participants
- Develop marketing plan six months ahead. Share via Google doc; it's a living, breathing doc
- Put the details of every aspect of the race in writing including registration, courses, costs, etc
- Once finalized, these details, aka copy or marketing messages, are used across all promotion
  - \* Website
  - \* Public Service Announcement (PSA)
  - \* Press Releases
  - \* Advertising

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## HUMAN RACE (CONT.)

- Design, print promotional posters to hang at local businesses
- Cross promote at similar events; biz-card size
- Calendar listings
  - \* City of Waco
  - \* KLOV radio
  - \* McGregor Mirror
  - \* DMN Guidelive
  - \* TX Co-op Power
  - \* TX Journeys
- Secure TV and Radio Appearances
- Facebook posts weekly throughout the year; more frequently one month pre and post race

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## Example of how to pitch a story Grant Announcement

- Wrote a press release about a grant that will help with the construction of their new Support Center and Guesthouse.
- Gathered drawings of the Center and Guesthouse
- Checked spokesperson's schedule for interviews
- Called the reporter at the Trib who covers non-profits and pitched the story as a "good news story for Thanksgiving"
- Secured a story in less than a week

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## Where to start?

- Plan a day to analyze the organization and brainstorm with your organization to start building a marketing plan.
- Start to build a Marketing Plan Calendar
- Create your Marketing Message (Be consistent all year)
- Define how you will measure success of each campaign
  
- Quick easy steps for to get started on marketing.
- Establish a presence on Facebook or Instagram or Twitter and post relevant information once a week.
- Get 501C3 paperwork in order, and call KWTX-TV about producing and running a PSA

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# THANK YOU