

SPEED GUIDE

to Creating an Annual Marketing Plan for Your Organization



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Agenda

- Why Create a Marketing Plan?
- Speed Marketing components
- Let's Plan!

Why Create a Marketing Plan?



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Facebook is a Tactic, Not a Strategy

MEASUREMENT

CALENDAR

MESSAGES

STRATEGY / TACTICS

AUDIENCE

GOAL / OBJECTIVE

Strategic Approach

TACTIC

Tactical Approach

Speed Marketing Components



Goals vs. Objectives

Objectives should be SMART

Specific

Measurable

Attainable

Relevant

Time-sensitive

Brainstorm Objectives

GOAL

1. Provide more services for families with autistic children

2. Become more financially solvent

3. Attract a broader range of age groups

OBJECTIVE

Run support groups for 25 families

Raise an additional \$100,000 in donations

Recruit at least 100 new members under age 35

Choose Your Target Audience(s)



Create Strategies/Tactics

GOAL	More Services for Autism Community	Become more financially solvent	Attract broader range of ages
OBJECTIVE	Support groups for 25 families	Raise \$100k more in donations	Recruit 100+ members <35

STRATEGIES	<ul style="list-style-type: none"> - Outreach to schools - Online outreach 	<ul style="list-style-type: none"> - Sell 100 more tickets to fundraiser - Recruit 100+ monthly donors 	<ul style="list-style-type: none"> - Create awareness in target age group - Make it cool to volunteer
TACTICS	<ul style="list-style-type: none"> - Email teachers - Google AdWords 	<ul style="list-style-type: none"> - Ticket sale incentives - Expand eCommunity 	<ul style="list-style-type: none"> - Guest blogging - Hold <35-only events

Craft Your Messages

- What do you want your target audience to think, feel or do?
- What's the simplest and most compelling way to say it?
- What images best express your message?
- What's the best way to reach them?
- Who's the best messenger?



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Create Your Plan

- Calendar
- Budget
- Tasks



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Measurement

- Measure/Track
- Test
- Evaluate

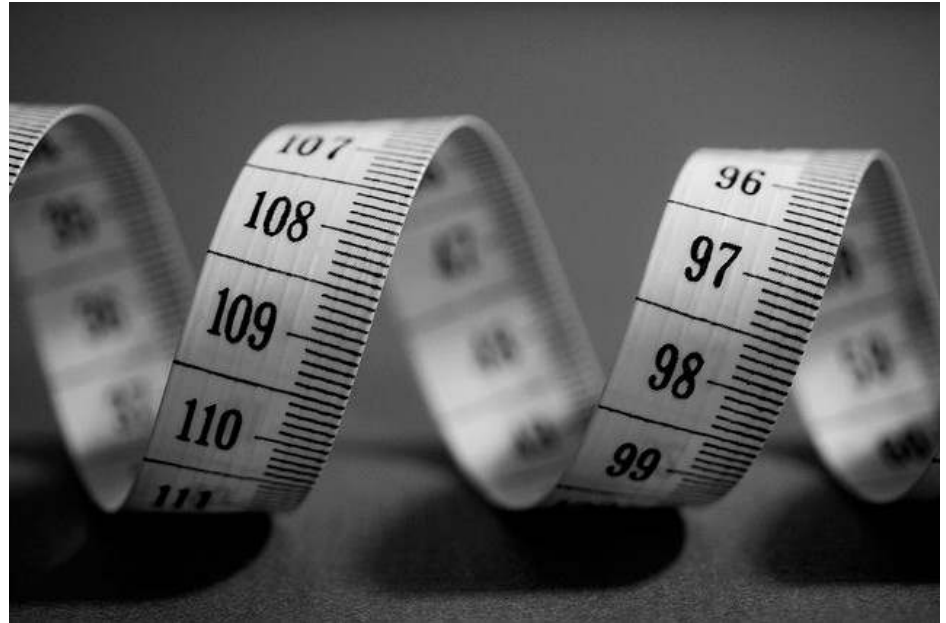


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Let's Plan!

