

Developing a Marketing Communication Plan

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Public Relations

- “Public relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.”

- Scott Cutlip, Allen Center and Glen Broom
Effective Public Relations



Public Relations

- Strengthens your credibility, enhances your image, and develops goodwill or influences public opinion
 - Speeches
 - Special events
 - Newsletters
 - Annual reports
 - Networking



Publicity



- “Publicity is information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement.”

- Scott Cutlip, Allen Center and Glen Broom
Effective Public Relations

Publicity



- A function of public relations.
 - Media coverage
 - News stories
 - Feature articles
 - Talk show interviews
 - Editorials
 - Reviews
- More credible and more likely to have an impact on the reader, listener or viewer.
- Uncontrolled

Marketing



- “Marketing is the management function that identifies human needs and wants, offers products and services to satisfy those demands, and causes transactions that deliver products and services in exchange for something of value to the provider.”

- Scott Cutlip, Allen Center and Glen Broom
Effective Public Relations

Marketing



- Everything that an organization does to facilitate an exchange between company and consumer.
 - Systematic planning
 - Research
 - Implementation

Advertising



- A single component of the marketing process or strategy
 - Paid message
 - Controlled

Why Do You Need a Marketing Communication Plan



- Provides a road map
- Helps you clarify your objectives
- Establishes where you're going
- Defines how you are going to get there
- Saves time and money
- Plans for detours
- Holds you accountable

Outline of the Plan



- Research
- Goals
- Objectives
- Audiences
- Strategies
- Tactics
- Timeline
- Budget
- Evaluation

Research



- Informal Research
 - Learn all about the organization
 - Staff, structure, reputation, competition
 - Survey opinions
 - Assemble basic fact file about your organization
 - Identify and analyze trends in your industry
- Formal Research
 - Structured interviews
 - Personal interviews, telephone surveys, mail surveys

Goal Statement



- The desired outcome of a plan of action
- The “big picture” of where you want to go

Objectives



- Specific milestones that measure progress toward achievement of goal.
 - Clearly defined, specific actions
 - Measurable and definable
 - Attainable and realistic
- The primary basis for developing and implementing program strategy and tactics.

Developing Objectives



- Begin with “to” followed by a verb describing the direction of the intended outcome
ex. To secure financial support for a new facility
- Specify outcome to be achieved
- State the change or level to be maintained in measurable terms
ex. To increase donations by \$30,000 by December 31, 2008
- Set the target date for when the outcome is to be achieved

Target Audience



- Must be able to identify:
 - Who they are...
 - Where they are...
 - Why they have an interest in you
 - Demographics (sex, race, age, educational level, occupations)
- The “general public” is NOT a target audience

Strategy



- A general, well-thought-out tactical plan
- There can be multiple strategies for each objective

Tactics



- The specific activities conducted to implement strategies of a public relations or marketing program
- Tactics involve the use of selected personnel, time, cost, and other organizational resources
- Achieve the objectives and support the goals that have been set to carry out the mission or purpose of the organization

Examples of Tactics



- Posters/Flyers/Brochures
- Direct Mail
- Radio, Television and Print PSAs
- Newsletters
- Event/Fundraiser/Contest
- Briefings, Community Meetings, Speaking Engagements
- Web site

Timeline and Budget



- Each objective, strategy, and tactic should be associated with a timeline
- Clearly outline your budget - keeping in mind opportunities for in-kind donations.
- Evaluate organizational resources to know what can be done in-house and what needs to be outsourced

Evaluation



- People's actions and responses
- Phone and mail responses
- Headcounts at meetings and events
- News coverage
- Surveys
- Increase in Donations



Questions?

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