

Marketing on a Shoe – String

Marketing can be costly but not always: Some paid for Marketing Campaigns end in disaster, and whilst it is always preferable to have some form of Marketing budget, there are some simple issues to consider before you even start. This is therefore an initial fact-sheet to help you get organised. This comprises of two stages. The first stage is to consider what is already working well for your organisation, what needs more focus and more importantly what's just an *if only*.

Stage 2 is your framework Marketing Plan.

Stage 1 is about collating information and taking an honest view of your organisation's position.

- *Does your organisation already have a strong and identifiable Brand?*
- *Does your organisation have a clear Marketing Plan?*
- *Does your organisation have any form of agreed Marketing budget?*
- *Does your organisation use an operational Customer Relationship System?*
- *Does your organisation need one?*
- Does your organisation have any form of agreed communication strategy with supporters or potential supporters?
- Does your organisation have mechanisms for building supporter loyalty?
- Is there any process for measuring your Marketing success?
- Does your organisation have an understanding of pay per click and social media advertising?
- Does your organisation engage in relevant and timely E-Mail campaigns?
- Do you have up to date testimonials or case studies?
- Do you have up to date leaflets and brochures or give-aways?
- Does your organisation blog?
- Do you have a fully optimised website?
- Does your organisation engage in Social media?

Simply group these issues into 3 headings:

We are doing this well as an organisation.

We need more focus on this.

We do not have, or have not considered this at all.

It is probably the case that organisations are doing many things to raise their profile and market their organisation, but generally speaking most small organisations in particular are doing this without a clear defined and agreed Marketing Plan. This is a *scatter gun approach* which is probably unsustainable in the longer term.

Stage 2 is about framing your Marketing Plan. This can be divided into several components.

WHAT does your organisation do and **WHAT** do you want to achieve?

WHO are your supporters and **WHO** are your stakeholders?

WHY should supporters or potential supporters engage with your organisation and why should they care?

WHERE is your audience and do you have easy access to them?

HOW do you currently reach them and are there other ways in which you can maximise this engagement?

Begin to write your plan, completing as much detail as possible. The gaps will become evident over time but the process of thinking and writing will help your plan to form. Please bear in mind that any strategic plan (Marketing or otherwise) needs endorsement from your Board, who can also help to visualise the plan. Try to write a concept plan first though, and take that to the Board. Boards are generally more receptive when some base-line work has already been done.

It may help to think of a range of ONLINE or OFFLINE routes to your audience.

Some are detailed below (although this is not an exhaustive list).

ONLINE

- Messenger
- The Digital Press
- ONLINE Factsheets or Tool Kits
- Twitter
- Paid for social media
- Organic social media
- Websites
- Blogs
- E-News
- Linked In
- ONLINE Polls
- Video
- Podcasts
- E-Mail footers or campaigns
- Local ONLINE Directories
- Facebook
- ONLINE Virtual Events

OFFLINE

- Leaflets
- Postcards

- Network events
- Fundraising or engagement events
- Letters
- Meetings
- Booklets
- Radio advertising
- Telephone contacts
- Training opportunities
- Local or Regional Press
- Word of Mouth
- Product Give-aways.

When writing your plan keep in mind the 6 C's.

- Be clear about organisational goals and objectives.
- Make sure there is clarity throughout your plan.
- Take a clear campaign based approach.
- Be consistent with language and ideas.
- Be cost – focussed.
- Always ensure there are a number of calls to action (but limit these to 3).
- Check and recheck your plan. It is a living document and should be updated regularly as circumstances change.

Please check the Support Cambridgeshire website (www.supportcambridgeshire.org.uk) for further training or networking events around the subject of Marketing. Any future events will be found on our Training and Events Page.

If you need any further help with compiling your Marketing Plan please contact info@supportcambridgeshire.org.uk in the first instance.

Support Cambridgeshire has Development workers who can provide information and advice but also has access to Marketing specialists who may be able to lend their support.

Support Cambridgeshire offers its thanks to Keystone Marketing for providing a Practitioner session on the subject and providing the basic tools for this Guidance Note.