



FIRST THINGS FIRST

EARLY CHILDHOOD

SUMMIT 2014

LEARN. SHARE. GROW.

DEVELOPING A STRATEGIC MARKETING PLAN

Dan Puglisi
Marketing/Brand Advancement
First Things First

<http://vimeo.com/92823193>





- Outdoor ads
- Flyers
- Street team
- Events
- Earned media

TACTICS

PLAN

OBJECTIVE

STRATEGY

TACTICS

PLAN

- Analyze
- Set goals
- Prioritize
- Focus
- Measure
- Improve



ABOUT YOU





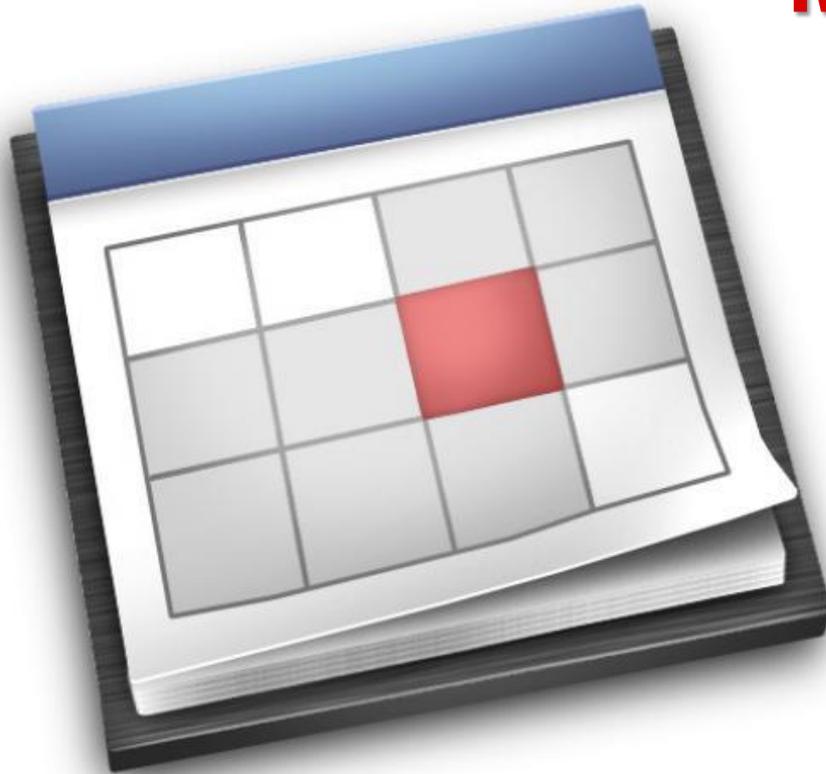
MARKETING PLAN

- **Initiative**
- **Program**
- **Project**
- **Organization**



STEP 1

MAKE TIME TO PLAN



WHEN SHOULD YOU START



- ❖ One week before launch
- ❖ Two days before launch
- ❖ From the beginning
- ❖ Arbor Day

WHO SHOULD PARTICIPATE



- ❖ Board
- ❖ Executive leadership
- ❖ Communications staff
- ❖ Program staff
- ❖ Coffee and donuts guy



STEP 2

SELF ANALYSIS



What are our goals?

What value do we provide?

How are we different?

SWOT



STEP 3

AUDIENCE ANALYSIS

WHO are we trying to reach?

Who are the primary and secondary audiences?
Any demographic or geographic focus?

What are they like (personas)? What are their needs? What are they hoping to accomplish?

What's the role of our organization in their lives?

What media channels do they use?



STEP 4

OBJECTIVE

WHAT do we want them to do?



By when? What is the timeframe?

What does success look like?

How will it be measured?



STEP 5

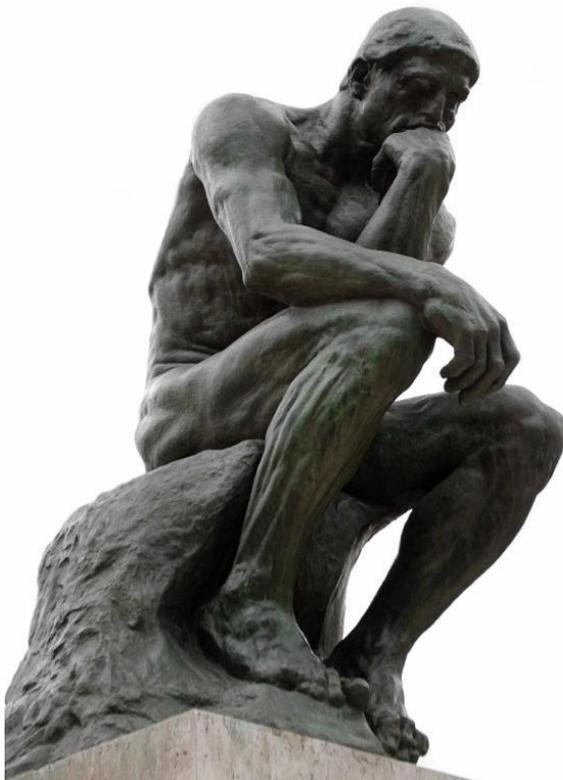
SUPPORTING POINTS

WHY should they do it?

What value are we providing?

What do they need to know to believe the message and take the action?

Why should they believe this coming from us?



**People rarely buy what they need.
They buy what they want.**

Seth Godin



STEP 6

STRATEGY

HOW and WHERE to reach them?



What medium will be effective?
What materials will we need?

What is the right tone?

What already exists in the marketplace?

What existing assets do we have?



STRATEGIES / TACTICS

Flyers/brochures/collateral

Website

Email

Social media

Events

Presentations

Promotional items

Advertising

Staff training

Storytelling

Blog

Video

Partnerships

Earned media



STEP 6

WORK PLAN



- Timeframe
- Deliverables
- Budget
- Project leads (by dept)
- Approvals required
- Final approval



- **SELF ANALYSIS**
- **AUDIENCE ANALYSIS**
- **OBJECTIVE**
- **SUPPORTING POINTS**
- **STRATEGY**
- **WORK PLAN**



QUESTIONS?





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dpuglisi@azftf.gov