



SOCIETY OF
OUTDOOR RECREATION
PROFESSIONALS

Marketing Plan 101 – Session #1 ***A Marketing Plan in 6 Steps***

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Agenda

Learning Objectives

Defining a Strategic Marketing Plan

Group Breakout!

Discussion and Close

Learning Objectives

Define the 6 steps it takes to develop a proper plan.

Develop action items to meet each step within your own organization.

Describe ways in which your role can affect your organization's marketing efforts.

Overview of a Plan



Develop a Consistent Brand

1

Who are you?

Brand development sessions with staff and public.



- You already have one (Community perception)
- How do you want to be perceived?
- Why? Marketing has evolved from a product-focused strategy to an idea or story-focused strategy.
- Unique starting position as a public agency, and as such already authentically represents its market.

Develop a Consistent Brand

1

Who are you?

Brand development sessions with staff and public.



Develop Goals for Your Efforts

2

What do you
want to
achieve?

Overall market-
ing goals
developed
with staff.



- Unique to your agency.
- External... AND INTERNAL
- Many goals don't promote the brand, story, and authenticity of an agency.
- Defining goals that are not unique to your agency don't communicate your value.

Develop Goals for Your Efforts

2

What do you want to achieve?

Overall marketing goals developed with staff.



Google

Define Target Markets/Segments

3

Who are they?

Identification of target markets.



- Goes deeper than ‘everyone.’
- Target segments could be defined in many ways.
- Streamlines communication.
- Allows your agency to communicate directly to a select group.
- Messages get muddled when you try to communicate with ‘everyone.’

Define Target Markets/Segments

3

Who are they?

Identification of target markets.



SUBARU

Define Goals for each Channel

4

How will we connect with them?

Develop channels to communicate to the appropriate market segments.



- Marketing channels take on wide-variety of forms in the industry, including... ?
- Each channel, and subsequent goal, should be developed with specific target markets in mind.

Define Goals for each Channel

4

How will we connect with them?

Develop channels to communicate to the appropriate market segments.



Define Content Guidelines for Channels

5

How do they
want to be
communicated
with?

Develop content
guidelines for
each channel.



- Messages should consistently reinforce the brand, story, and goals of the marketing efforts.

Define Content Guidelines for Channels

5

How do they want to be communicated with?

Develop content guidelines for each channel.



Define Evaluation Methods

6

How are
we doing?

Define evaluation
methods with
staff.



- Evaluation methods should be based on the brand, segments, goals, and content that make you unique.
 - Establishes and reinforces your agency's authenticity.
- Other benchmarks may inaccurately conclude the success or failure of your efforts.

Define Evaluation Methods

6

How are we doing?

Define evaluation methods with staff.



Putting it Back Together



Group Breakouts



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Marketing Plan 101 – Session #2 ***Who's Your Audience?***

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Melissa Chew, CPRP



Agenda

Learning Objectives

Defining a Market Segment/Target

Group Breakout!

Close and Discussion

Learning Objectives

Define three key target audiences within their community.

Develop three potential channels and messages for each audience.

Describe ways in which their role can affect their organization's marketing efforts.

Who's Your Audience?

Who's Your Audience?

Can't be everyone.

Why Not?

- Where do you focus?
- Four P's of marketing (product, place, price, promotion)
- Assumed information
- Over-communication
- “Will someone get me the basketball?” OR “Susie, will you get me the basketball?”



What's the Point?

- Limited resources
- All efforts should extend your brand/authenticity
- Marketing jargon
 - Life-time value of the consumer
 - Early adopters
 - Return on investment

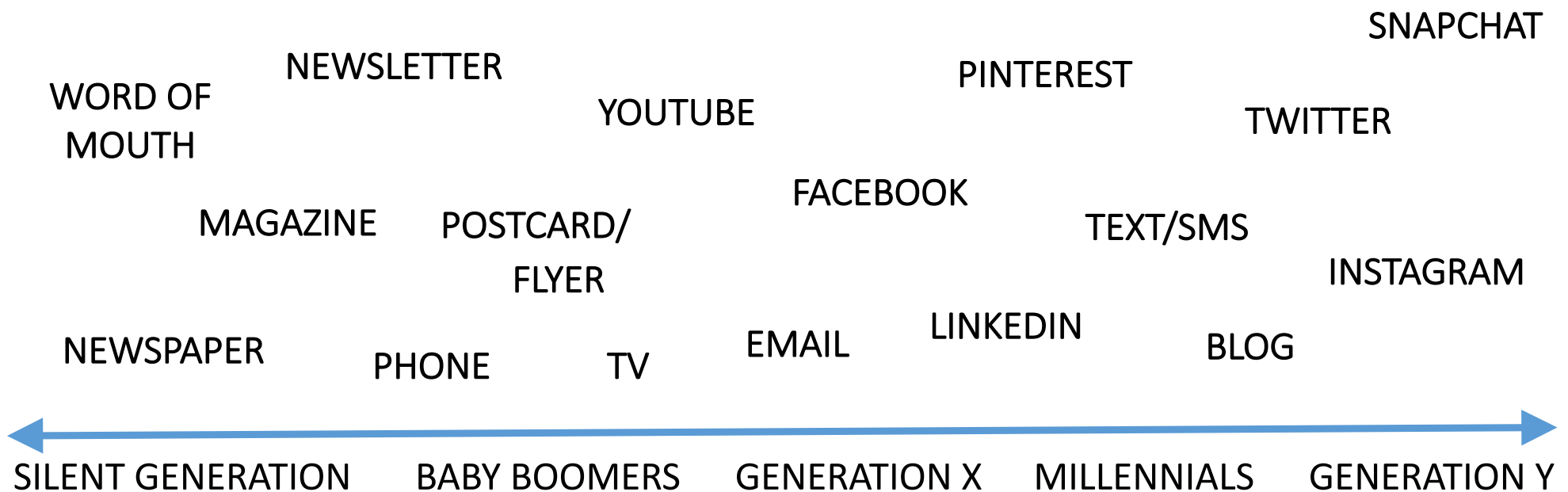
Putting it into Practice

Do your homework

- Research
 - Demographic, Geographic, Behavioral, Psychographic
- Survey – Formal or Informal
- Ask – Every chance you get

Learn where your audience spends their time, energy, and money. How can you reach them?

Putting it into Practice

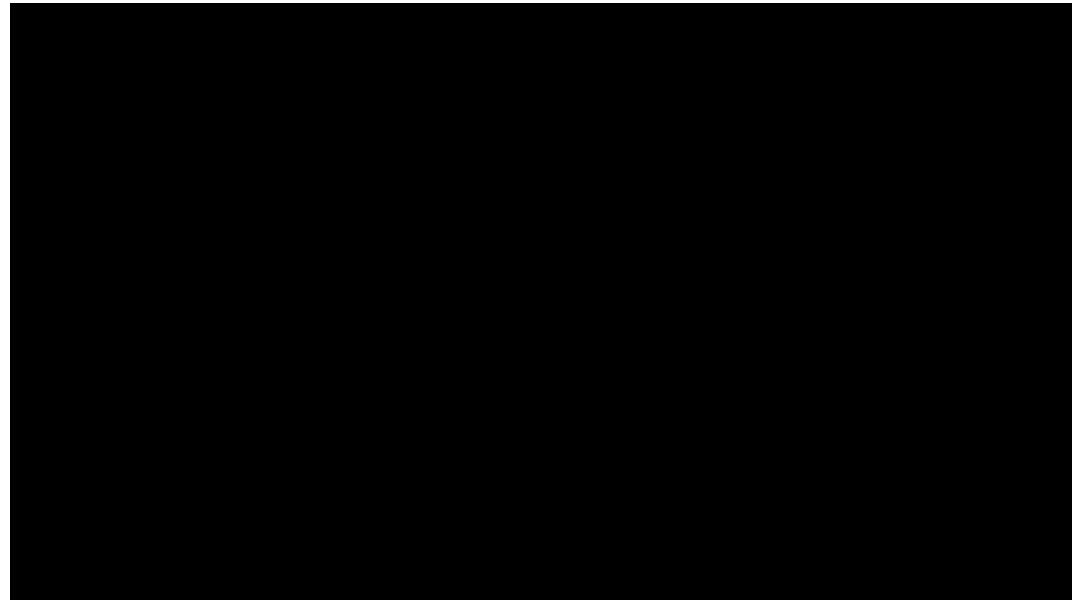


Putting it into Practice

“It takes someone strong to make someone strong.”

This summer, as we celebrate the world’s athletes at the 2016 Olympic Games, let’s not forget the person whose strength inspired them along the way: Mom.

Thank you, Mom.”



Group Breakouts

- Define your target/segment
- Define your channel
- Define your message



We'll discuss as a group at the end.

Who's Your Audience?



Thank You!

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