



Let's Build a Marketing Plan!

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I. WHY? SETTING GOALS

What is “good” marketing?

1. Advances the mission
2. Bolsters the brand
3. Achieves specific, strategic results

Which results should you measure?

1. Lag measures: The “big rock” goals you’re trying to move
2. Lead measures: The predictive, influenceable “levers” that are most likely to move those rocks

II. WHO? DEFINING YOUR AUDIENCE

You’re not trying to reach every audience – just the right audience.

- Who are you trying to reach?
- What do they need to hear?
- Where and how are they most likely to hear it?

Audience Personas

- Fictional, composite characterizations
- Include: demographics, values, beliefs, lifestyle, motivations, challenges, common objections
- Exclude negative personas:
 - Least likely to donate/convert
 - Too expensive to acquire

- No need for your product or service

III. WHAT? MESSAGING AND CREATIVE

- Keep it simple.
- Keep it focused.
- Tell stories.
- Protect the brand.

IV. WHERE? MULTI-CHANNEL MARKETING

- Take stock of what you've got.
- Prioritize additions, based on impact and effort.

V. WHEN? FREQUENCY & TIMING

Editorial calendars

- Planning = less stress and greater efficiencies
- What do we need to share and how often?
- What are the most important calls to action?

VI. HOW? PEOPLE & SYSTEMS

Key Marketing Roles & Responsibilities

- Director(s) – strategy and creative
- Project manager – logistics, quality control, budget
- Creatives – writing, graphic design, web development, videography, etc.
- Stakeholders – accuracy, audience, strategy
- Data – CRM, list management, analytics