

Developing Your Plan



ToMarket:
Ideas, Management and Counsel .

Before Getting Started

- Consider the marketing support and strategy that may already be in place.
 - You may have a partner in this effort.
 - It's important that your plans for Collections are consistent with your institution's overall strategy.
 - Much of what follows may have already been thought out (saving you time and work).
 - Keep everyone aware of your efforts and progress moving forward.

Plan Outline

- Assessment
- Goals
- Overall Key Message
- Target Audiences
- Message by Target Audience
- Tactics by Target Audience
- Timeline

Assessment

- What is the current situation?
- What are your strengths?
- What would you want to change?
- What opportunities exist that you may capitalize on?
- Who is your competition and what are they doing?
- What are the obstacles you confront?

Goals

- What do you want to achieve for Collections through this plan?
 - To raise awareness and support
 - Engage the community
 - Others?
- What one result would make all of this worth it to you and your institution?

Overall Key Message

- What messages support Collections' contribution to your overall institution?
- What do you say about Collections to prospects?
- Messages should be clear and concise.
- Idea Exchange

Target Audiences

- Who are your target audiences?
 - Internal staff, volunteers and board members?
 - Donors (objects and money)?
 - Media?
- What do you know about them?
 - How aware are they of Collections?
 - Are any passionate about Collections?
 - How do you most effectively reach out to them?

Message by Target Audience

- There will likely be a different message for each target audience.
- These messages should be similar to the feel of the overall key message, but appeal to the appropriate audience.
- Idea Exchange

Existing Marketing Tactics

- What tactics currently exist in your institution's marketing arsenal?
- How are they used?
- What is your budget? How do you focus the resources available to achieve your goals?
- What other tactics do you need?
 - Prioritize your wish list based on funds available

Sample Marketing Tactics

- Small meetings and education
- Board meetings
- Newsletters
- Events
- Newspaper or magazine ads
- Public Relations efforts
- Direct mail
- Web site
- Social media/networking, including Blogs
- Sponsorships
- BE CREATIVE: Collections Item of the Month

Tactics by Target Audience

- Which existing tactics can be used to achieve your marketing goals?
- What are additional tactics you would like to incorporate into your strategy as a way to reach these goals?
- What is your order of priority?
- What is an appropriate time of year for each tactic to take place? Spring to Fall?

Typical Marketing Plan Structure

- Introduction
- Communications Goals
- Situation Analysis
- Target Audiences
- Key Messages
- Research Findings
- Strategies
- Tactical Recommendations, including Media Plan
- Measurable Results
- Timeline
- Budgets

“Homework” Assignment

- Continue development of your plan until our second and final seminar in the CONSERVATION³ series:
 - November 20
 - The Library of Virginia
 - Richmond, VA
- At that session, we will finalize individual messaging and plans so that you will be ready for implementation by Spring 2010!



Final Q+A



Thanks for your participation!