



Welcome to the 2018 FRPA  
Conference!

# Creating a Communications & Marketing Plan

## Learning Objectives

- Recognize the necessary components of an effective communications and marketing plan
- Identify existing efforts within your organization
- Identify ways to redirect existing efforts for communications and marketing



## Components

- Marketing Objectives
- Demographics
- Strategies
- The 5 W's
- Methods
- Evaluation

## Marketing Objectives

- Desired outcomes of the entire marketing plan
- Not to be confused with goals
- Examples
  - Expand and promote positive communication with customers
  - Increase resident access to and awareness of programs and events
  - Reduce barriers to access for underserved populations

## Demographics

- Know you community
  - Data Points to consider
    - Population and estimates of growth
    - Gender
    - Age
    - Race and Ethnicity
    - Economic Conditions

## oSources

- Census Data
- Economic Development Department
- Tourism
- BEBR – University of Florida Bureau of Economic and Business Research
  - oIFAS/Extension Services
  - o[www.bibr.ufl.edu](http://www.bibr.ufl.edu)

## Marketing Strategies

- What are you going to do for each of the objectives?
- How are you going to do it?
- How often?

- Increase community engagement and awareness

- Citizen Advisory Boards – Monthly, Quarterly
- Volunteer opportunities – Ongoing or program/event specific, or both
- News/Press Releases – Ongoing
- Service Clubs and Speakers Bureau

- Improve participation in programs and activities

- Annual calendar of events – Choose a date to do this. Can be fiscal year or calendar year
- Surveys – How often? What about seasonal population?
- Program Guides and marketing materials – Distribution list
- Branding – Get Up, Get Out, Get Active

- Coordinate efforts to provide a consistent message across all marketing platforms

- Parks, Recreation, Aquatics
- Libraries
- PIO
- Business Partnerships

- Distribution of information

- Timely
  - Graphic production and distribution (flyers, posters) – Need to be complete well ahead of distribution
  - Social Media – Get a Plan, post regularly
  - Subcontractor lead times – What are their deadlines?

- Appropriate
  - Match your program to your audience
    - Schools
    - Community centers
    - Libraries
    - Grocery stores
    - Fitness Clubs
  - Choose the right forum
    - Print
    - Radio
    - TV

- Gather Information
  - Before
    - What are the expectations?
    - What's the buzz on social media?
  - During
    - Pictures
    - Live Feeds, Social Media
  - After
    - Surveys
    - Statistics

## The 5 W's

### Common approach

- Who?
  - Who is having the event
  - Who is the sponsor
  - Who should come
- What ?
  - What is the program, event, message
  - Don't just say the name and assume everyone knows what your talking about

- When?
  - Date
  - Rain or Shine?
  - Inclimate weather plans / make up date
- Where?
  - Location
  - Directions and Landmarks

- Why?
  - Why is the event or program taking place
  - Fundraising
  - Awareness
  - Entertainment
  - Fitness

## Methods

- Calendars
  - Consider a master calendar
    - Citywide
    - Countywide
    - Regional
  - Printable and online
    - Community and Recreation Center calendars
    - Can be distributed to individual schools
    - Refrigerator door size

- Newspapers and Magazines
  - Daily, Weekly Monthly
    - Local and Regional
    - Try to secure the same location every time you place an ad
    - Regular recurring article
  
  - Consider an RFP for Advertising
    - Secure rate for period of time
    - Can include graphic design

- Graphic Design and Marketing Collateral
  - In-house production or contracted
    - Fiverr.com
  - Publications
    - Facility and Park Brochures
    - Program Guides
  - Marketing Collateral
    - Flyers, Posters, Postcards
    - Giveaways
      - Logos, Website, Phone Numbers
    - Distribution is key

- Online presence
  - Website
    - Relevant and accurate content
    - Updated regularly
    - Mobile ready
    - Example:  
<http://www.charlottecountyparks.lite-touchtech.com/>
    - Direct to registration site

- Social Media
  - Get a Plan! Work the Plan!
  - Multiple Platforms for multiple generations and lifestyles
    - Facebook: Workhorse of social media
    - Twitter: Quick updates, last minute reminders; replies generate engagement.
    - YouTube: Content highlights events, facilities, special guests, information.
    - Instagram: Share photos of facilities, events, and recreational opportunities.

- Media Relations
  - Public Information Office
  - Annual Media Buys
    - Radio
      - Live Talk Radio Shows
        - Highlight programs, events, subject specific
        - Sometimes “added value” for ads
      - Sponsor a show or program, hour of music
      - Digital Radio - iHeart

- Newspapers
  - Daily, Weekly, Monthly
  - Brand identity
  - Location
- Direct Mail
  - Utility Bill inserts
  - ValPak Coupons
  - Coupon books

- Mobile Applications
  - CharlotteCountyFL App
  - <https://gov.publicstuff.com>
- Email blasts
  - Solicited
  - Measured
  - Constant Contact, Chimp Mail
  - Registration software

## Evaluation

- Program evaluations
  - Patrons
    - How did you hear about this program?
    - How do like to hear about programs?
  - Sponsors
    - Are you happy with marketing efforts?
  - Staff
    - What did we miss?

- Surveys

- Have you heard of this program?
- How did you hear about this program?
- Did you have adequate time to consider attending a program, event, or activity?

- How do you like to hear about programs, activities and events?
- Incentivize the survey – win a pass, get a discount on camp, comp a registration fee
- Multiple choice is easier

- Apply what you've learned
  - Lead times
  - Methods
  - Collateral Pieces / Branding
  - Satisfaction

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**FLORIDA RECREATION  
& PARK ASSOCIATION**

For more information about the Florida Recreation and Park Association visit [www.frpa.org](http://www.frpa.org).