

# Fundamentals of marketing

Make your efforts count

## What you'll learn today

- Why you need a marketing plan
- Elements of a marketing plan
- How to put that plan into action

## Why you need a marketing plan

- Provides a roadmap.



## Why you need a marketing plan

- Creates a set of measurable goals.



## Why you need a marketing plan

- Leads to better customer service.



## Before you get started

- What are your main goals?
- Who are your audiences?
- What are your key messages?
- How can you best get your key messages to your audiences?

## Elements of a marketing plan

- Executive/business summary
- Analysis
- Strategy
- Tactics
- Implementation

## Executive summary

- **Mission & vision**
  - Mission- who you are today
  - Vision- who you want to become

**TED**

**Southwest®**



## Executive summary

### ○ Mission & vision

- Mission- who you are today
- Vision- who you want to become



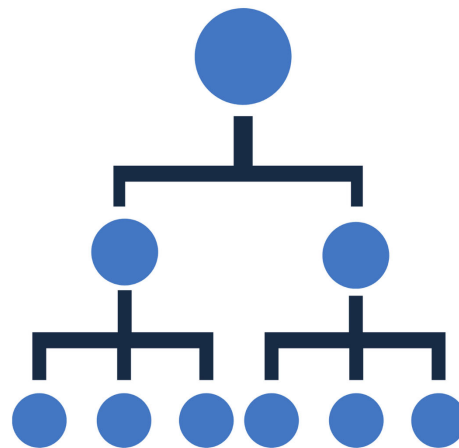
**Parks, Recreation and Culture**

- "To provide ecological, cultural, and outdoor experiences through a wide variety of parks, trails, and unique resources to our community and visitors. "

## Executive summary

### ○ Mission & vision

### ○ Scope





## Executive summary

- Mission & vision
- Scope
- **Goals**



## Executive summary

- Mission & vision
- Scope
- Goals
- **Strategies**



## Executive summary

- Mission & vision
- Scope
- Goals
- Strategies
- **Budget**



## Analyze

- **Market**

# Analyze

- Market
- **SWOT**

## SWOT Analysis



### STRENGTHS

Characteristics of the business or project that give it an advantage over others.



### WEAKNESSES

Characteristics of the business that place the business or project at a disadvantage relative to others.



### OPPORTUNITIES

Elements in the environment that the business or project could exploit to its advantage.



### THREATS

Elements in the environment that could cause trouble for the business or project.

# Analyze

- Market
- SWOT
- **Customers**





# Analyze

- Market
- SWOT
- **Customers**



## Working Wanda

### Personal Background

- 42 years old
- Married with three children
- Lives on the beach in Charleston, SC

### Lifestyle

- Interior designer
- Husband works long hours as he's a real estate lawyer
- Family falls into the middle-class category
- Wanda drives the kids to and from school

### Challenges/Pain Points

- Wants reasonably priced, quick, healthy food options for her kids
- Making sure she and her husband spend enough time with their kids

### News Outlets

- Social media (Wanda heavily promotes her business here, too)
- Newspaper/magazines

# Analyze

- Market
- SWOT
- **Customers**

## Park Pal Pat



- Personal background:
  - Age:
  - Family:
  - Location:
- Lifestyle:
  - Job:
  - Social class:
  - Interests:
- Challenges/pain points:
- News outlets:

## Analyze

- Market
- SWOT
- Customers
- **Product/service analysis**



## Strategize

- Segmentation
  - Targeting
  - Positioning
  - Messaging
- Goal: Have 90% of garden plots at the park actively maintained.
  - Target audience: Residents within a 5-mile radius of the park with kids.
  - Message:
    - Main Idea: Managing a garden plot is a free way to have fun as a family and have a positive impact of physical health and wellbeing.
    - Context: Gardening allows kid to get fresh air, get their hands dirty and learn about the importance of healthy eating.
    - Proof point: Studies report that kids who grow their own fruits and vegetables are much more willing to then eat them.
    - Proof point: The "hygiene hypothesis," is a theory that a lack of childhood exposure to germs actually increases a child's susceptibility to diseases like asthma, allergies and autoimmune conditions by suppressing the development of the immune system. So getting dirty while gardening may actually strengthen a child's immunity and overall health.

## Strategize

- Segmentation
  - Targeting
  - Positioning
  - Messaging
- Goal: Have 90% of garden plots at the park actively maintained.
  - Target audience: Residents within a 5-mile radius of the park with kids.
  - Message:
    - Main Idea: Managing a garden plot at the park is an opportunity to educate kids in a fun way.
    - Context: The growth process of plants, and opportunity to pick and eat ripe fruits and vegetables, offer a learning experience for kids.
    - Proof point: There is a myriad of scientific concepts you can discuss with your kids when planting and tending to a garden, from soil composition to photosynthesis and more. Once fruits and vegetables are fully-grown, you can discuss the impact consuming them has on the body.
    - Proof point: One study showed that children who participated in gardening projects scored higher in science achievement than those who did not.

## Tactics

- **Product**



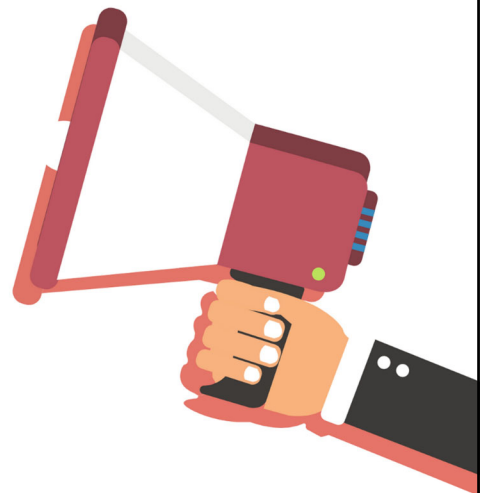
## Tactics

- Product
- **Price**



## Tactics

- Product
- Price
- **Promotion**



## Tactics

- Product
- Price
- Promotion
- **Place**



## Tactics

- Product
- Price
- Promotion
- Place
- **People**





# Implementation

- Marketing programs
- Timing and responsibility
- Measurement

ASSIGNED TO	Q1												
	JANUARY					FEBRUARY				MARCH			
	3	10	17	24	31	7	14	21	28	7	14	21	28
Messaging/Initiative 1													
Messaging/Initiative 2													
Public Relations													
Press Release													
Vokua Today													
Vokua Magazine													
Social Media													
Twitter													
Facebook													
Instagram													
NextDoor													
LinkedIn													
Other													
Online													
Homepage slider													
Website updates													
Mobile App													
Mobile Alerts													
Other													
Field Marketing													
Collateral													
Print													
Digital													
Radio													
Social													
Outdoor													
Other													
Other													

## Questions/Comments?

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*Thank you!*