

Sector3

**Creating a marketing strategy
and comms plan**

Part of the ShoutAboutitStockport series

A group of people are gathered around a wooden table in a meeting room. On the table, there are several large, colorful circular markers (blue, green, grey) with white icons representing various marketing concepts: a Wi-Fi symbol, a refresh/circular arrow icon, a share icon, and a rocket ship icon. A tablet displaying charts is also visible. In the background, there are office supplies, including a folder labeled 'BUDGET' and a desk lamp. The scene is brightly lit, suggesting a collaborative and professional environment.

Marketing experience in the room



Creating a Marketing Strategy

Why have a
Marketing
Strategy?



Why have a Marketing Strategy?

- Aligns communications with overall business objectives
- Seize opportunities
- Something to work to
- Holds you accountable
- Shareable with the rest of the organisation
- Streamlines work

Where to start?



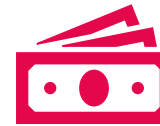
What are your corporate objectives?



Know your audience – stakeholder map (audience persona, demographics, interests etc.)



What data do you have access to? What can you monitor? - examples



What resources / budget do you have?



What timings are you working to?



Strategy Format

- Statement of purpose
- Current situation
- Key tasks and development plan:
 - SWOT Analysis
 - Stakeholder mapping
 - Key tasks / strategy
 - Channel plan / Comms plan
- Evaluating success

Statement of Purpose

- What do you want to achieve with the marketing strategy?
e.g.

"This marketing strategy shows how effective communications can:

- help us achieve our overall organisational objectives
- engage effectively with stakeholders
- demonstrate the success of our work
- ensure people understand what we do
- change behaviour and perceptions where necessary."

(Source: NVCO)

Current Situation

- What is the context for the strategy?
- What environment are you operating in?
- What is and isn't working for your organisation?
- What are the trends in your sector?



Key Tasks & Development Plan

SWOT Analysis

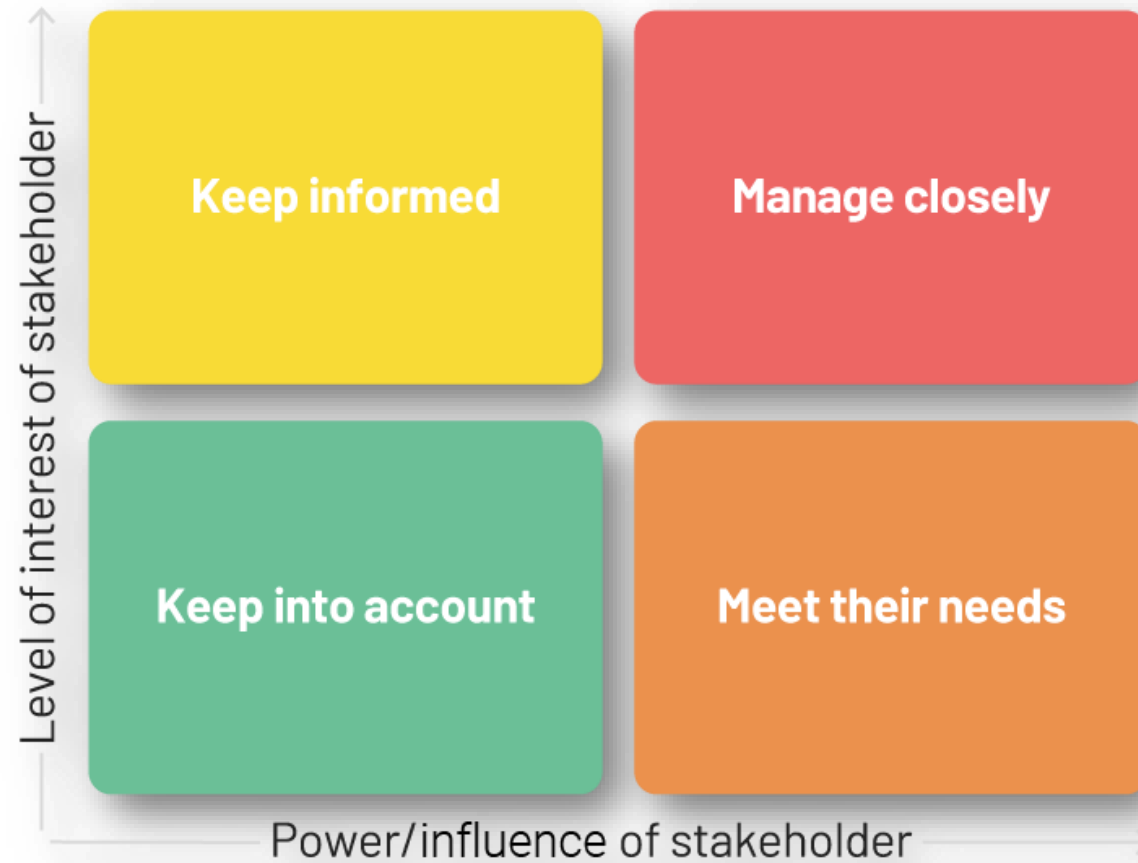
<p>Strengths</p> <p>Characteristics of a business which give it advantages over its competitors</p>	<p>Weaknesses</p> <p>Characteristics of a business which make it disadvantageous relative to competitors</p>
<p>Opportunities</p> <p>Elements in a company's external environment that allow it to formulate and implement strategies to increase profitability</p>	<p>Threats</p> <p>Elements in the external environment that could endanger the integrity and profitability of the business</p>



Stakeholders

- A person or organisation with an interest in your organisation
- Can be internal or external to your organisation
- Conflicting needs
- Try to maintain 2-way continuous dialogue with priority stakeholders

Stakeholder Mapping



Key Tasks

- What is your objective?
 - Build awareness?
 - Retention?
 - Engagement?
 - Reach a certain audience profile?
- Break key tasks down into smaller actions
- When are you going to complete the task?

Example

Key Task	Q1	Q2	Q3	Q4
Raise awareness of organisation	Create and roll out marketing campaign			
Build retention with supporters			Build and rollout customer contact journey	

Channel / Comms Plan

- More detailed actions with timings
- What, where, who, when

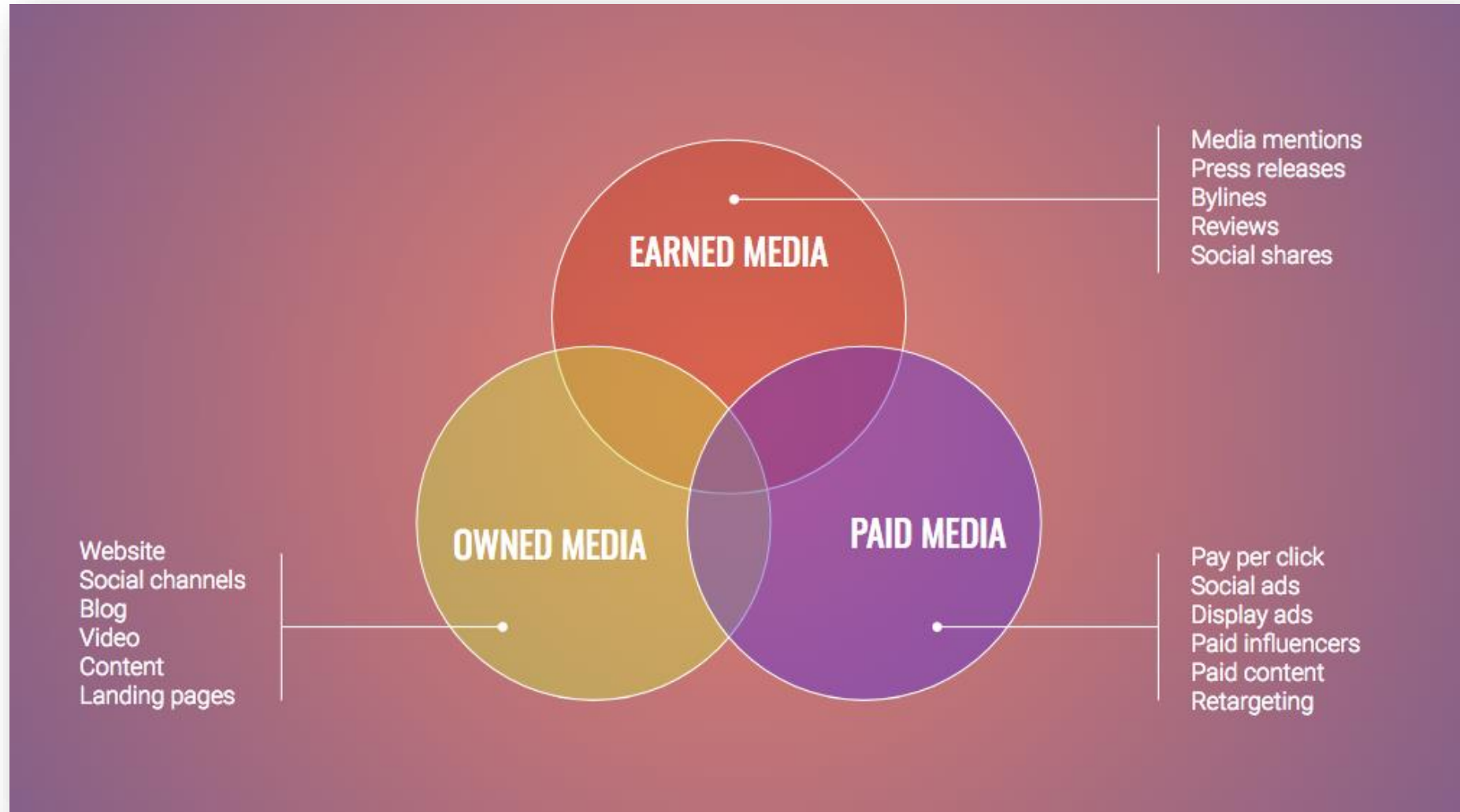


Example Channel / Comms Plan

For launching an enterprise

Activity	Description	Frequency	Target Audience	Key Messages
Press Release	To announce launch of organisation	Once	Stockport residents, Key stakeholders e.g. SMBC, private sector, public sector, third sector	Launch content e.g. intro to the enterprise and what you offer
Email	Sent directly to key contacts	Once	Key stakeholders	Launch content
Social Media	Posts to announce launch	Every day over 2 weeks	Stockport residents	Launch content
Posters	A4 poster in local community spaces	One print run	Stockport residents	Launch content

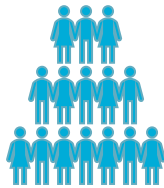
Earned, owned and paid media



Think about the Customer Journey



Understand your audiences



Who are they?



Where are they?



How can you reach them?



What interests do they have?

Which Channels and why?



Social Media

Free to use, can reach a wide audience

Timely to maintain content



Print

Great for localised marketing, anymore than this can be costly



Website

Platform to reach audiences anywhere

Can track marketing performance with Google Analytics



Press

Direct access to local audience

Free but need to earn it



Email

Ability to share long-form content

Direct communication



Evaluating Success

- What does success mean to your organisation?
- Quantitative and Qualitative
- How are you going to measure success?
- Google Analytics?
- Remember GDPR

Free Tools

- [Google Ads Non Profit Account](#)
- [Audience Profile template](#)
- [Social Media Audit template](#)
- [Create infographics](#)
- [TPA Community Map](#)
- [Sector3 resource hub](#)