

# Developing a Strategic Public Relations and Promotions Plan

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# Agenda

- **Definitions**
- **Your goals in developing a Marketing Plan**
- **Before you start**
- **Understanding your Target Markets**
- **Describe your competition**
- **Exercise #1**
- **Differentiate your organization**
- **Exercise #2**
- **The value of market research**

# Agenda

- **Do your market research**
- **Primary and secondary research tools**
- **Exercise #3**
- **Develop a one-year public relations and promotion plan**
- **Start by setting goals**
- **Examine strategies and tools**
- **Assign dates to plan**
- **Media: the role of publicity and advertising**
- **Evaluate your plan**
- **10 things to remember**

# Definitions

- **Marketing strategy: a roadmap to reach and persuade your target markets to book your programs and services and attend your events**

## Definitions

- **Marketing Plan: a one-year plan that describes everything you plan to do to get your clients to sign up for your programs and attend your events**
- **Includes strategies for generating revenue, as well as tactics (tools) you will employ to get there broken down by month**

# Your goals in developing a marketing plan

- **To define and communicate a clear, compelling identity for your organization in an increasingly competitive environment**
- **To increase revenues and client base**
- **To enhance your reputation, image, perceived value, and awareness**
- **To encourage your markets to identify with your organization and everything you represent**
- **To build loyalty**

# Before you start to create a strategy and plan

## Ask yourself:

- What is our mission?
- What do we specialize in?
- What programs and events do we offer?  
Define and describe them.

# Understand your target markets

## Two types of markets:

- **Internal**
- **External**



# Internal markets

- **Staff**
- **Volunteers**
- **Board of Directors**

# External markets

- **Current clients**
- **Past and potential clients**
- **Partners**
- **Other agencies, organizations, and facilities**
- **Government agencies and politicians**
- **Funders**
- **Sponsors**

## Other markets

- **Associations and clubs**
- **Local community**
- **Media**
- **Schools**
- **Multi-cultural groups and organizations**
- **Internet community**

## Describe your competition

- **Direct competitors: any organization or facility that offers the same programs as you do**
- **Indirect competitors: any organization or facility offering programs that are not the same but could be used as an alternative by your clients**
- **Examples are schools, clubs, and private companies**

## Exercise #1

- **Describe one direct and one indirect competitor to your programs and services**

## Differentiate your organization

- **What is the one thing, above all else, that makes you unique?**
- **What other features distinguish your organization, programs and services, such as price, selection, quality of instructors, facility, etc.?**

## Exercise #2

- **What is your USP (unique selling point)?**

# The value of market research

- **Assess your current reputation**
- **Understand the needs of your key markets**
- **Uncover misconceptions**
- **Get direct and immediate feedback**



## Discover problems

- **Programs are too expensive**
- **Too hard to register**
- **Not offered at convenient times**
- **Location hard to reach**

# Do your market research

## Two types of research:

- **Primary research: Directly related to your organization**
- **You get information first hand**
- **Secondary research: Taken from other sources**

## Primary tools are...

- **One-on-one interviews**
- **Focus groups**
- **Questionnaires and surveys**
- **Comment cards**

# Conduct primary research with

- **Staff**
- **Volunteers**
- **Current clients**
- **Past and potential clients**
- **Media**

# Primary research

## **Do a SWOT Analysis:**

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**
- **You can also do a SWOT analysis on your 2 or 3 main competitors**

## Exercise #3

**Do a SWOT Analysis on your organization.**

**List your:**

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**

## Secondary research

- **Obtained from other sources**
- **Includes the Internet, books, magazines, associations, studies, and Stats Canada**
- **Information may or may not apply to your organization**

## Secondary research

- **Analyze trends and problems in your industry and how they affect your target markets**
- **For industry trends, look at associations, Statistics Canada, and the Internet**
- **Consider socio-economic trends, government policy, and demographic shifts**



## Develop a one-year public relations and promotions strategy and plan

- **The plan explains how you are going to communicate with your key markets**
- **Includes the tools and tactics you will use**

# Start by setting goals

- **Short and long-term**
- **Achievable**
- **Measurable**
- **Time-related**

## Examine potential tools/tactics

- **Printed materials: business cards, brochures, postcards, business cards, flyers, posters, and Sales Kits**
- **Internet site/Online Media Room**
- **Special events**
- **Trade and consumer shows**
- **Speaking and networking**
- **Media: publicity and advertising**

# Printed materials

- **Business cards**
- **Brochures**
- **Postcards**
- **Flyers/posters**
- **Sales Kit**

## Printed Materials

- **Spend money on these things – They will get you clients!!!**
- **[www.1000postcards.com](http://www.1000postcards.com) (go4color)**
- **Great prices on 4 colour pieces**
- **New sizes**

## Internet site: Add an Online Media Room

- **A space designated for media**
- **Include a Media Icon on your Home Page**
- **Media will visit when they are looking for quotes or story ideas**
- **Do not require them to sign in**

# The importance of face-to-face marketing

**People don't want to receive:**

- **Junk faxes**
- **Direct mail**
- **Unsolicited e-mails**
- **Telephone calls from strangers**
- **This makes it more important to MEET POTENTIAL CLIENTS**

## Special events

- **Organize your own**
- **Participate in community events**
- **Great way to focus media attention**



# Trade and consumer shows

- **Book a booth**
- **Become a speaker**
- **Make your booth interactive/action oriented**
- **Hold a draw**
- **Build your database**
- **Network with other exhibitors**
- **Invite the media**

# Speaking and networking

- **Join Toastmasters**
- **Attend associations, groups, events, and shows**
- **Great way to connect with potential sponsors, clients, and volunteers**
- **Bring literature**

## Incorporate best tools into one-year plan

- **Select the best tools for your target markets**
- **Decide what are the Key Messages**
- **For example, you could organize a special event (the tool) for parents and the message would be to introduce them to your gymnastics programs for children and to get them to register; or an event for Seniors to introduce your classes in weights and bands**

## Then, assign dates to plan

- **Look at each market, tool, and message and decide WHEN you could organize this. Assign a date to each.**
- **For example, the children's classes start in September – event in early September**
- **The Seniors classes start in February – event in January**

## Create a media list

- **Next, look at your markets and create a list of the media who reach them**
- **Get to know the media: names, titles, and deadlines**

## Analyze what is “newsworthy”

- **Look at your Strategic Plan**
- **Decide on the right media, such as the community newspaper, the local cable television station, a multi-cultural station, a church bulletin, a school newsletter, etc.**
- **Pitch them specific story ideas**
- **Arrange an Information Meeting with the most important media to introduce your organization**

## Consider advertising and advertorials

- **The rise of advertorials**
- **Combine advertising and editorial**
- **Very common – especially in community newspapers and trade media**

## Evaluate your plan

- **How will you evaluate your strategy and plan?**
- **Increase in:**
- **Registrations**
- **Data base**
- **Inquiries**
- **Media coverage**



# 10 things to remember

## 1. The 4-7 rule

- **People need to hear about you 4-7 times before they take action**
- **Use a variety of tools to communicate with target markets**

## 2. Don't assume you need a big budget

- **Look for a graphic design firm, ad agency, or community college to do the work pro bono**

### 3. Keep your marketing consistent

- **Everything you send out, hand out, or post on your website needs to have to same images and messages**
- **No more last minute flyers**
- **Each time person receives something from your organization, immediately recognizable**
- **Contributes to your branding**

## 4. Consider distribution before you start

- **Posting on your Internet site**
- **Booths – shows and events**
- **Mail and postal walk**
- **Fax**
- **E-mail**
- **Community centres and libraries**
- **Sponsors and partners**
- **Special events**

## 5. Don't choose a tool because of your competitors

- **Don't create a newsletter just to compete**
- **Don't be competitor driven**
- **Think outside the box**

## 6. Choose the best tool for each market

- **Sales kit vs. brochure**
- **Website**

## 7. Don't target too many markets...

- ...with one tool

## 8. Stay focused

- **No huge mailings of 5,000 flyers.**
- **Better to define 3 key markets, and select the best tool for each.**
- **Keep mailings small and targeted, such as Postal Walk**



## 9. Don't switch too soon

- **Take time for marketing to happen.**
- **Don't drop newsletter after two issues.**
- **OR keep a tool too long, such as a brochure. Copy can be outdated.**
- **One year, then evaluate.**

## 10. Keep an Ideas File

- **Fill it with testimonials, ideas for events, key messages, website suggestions**
- **Encourage staff, volunteers, and clients to submit ideas**
- **Look at it often and implement new ideas**



**Any questions?**

