



THINK PLAN DO

Marketing Strategy THINK Session!

THINK ► PLAN ► DO

THINK is the first phase of the marketing strategy. Through the **THINK** phase you will be working directly with your team/staff/board to get feedback on who you are, how you are doing and where you'd like to go.

Through this process your target audiences will be identified, both primary and secondary. The goal of this phase to get a strong grasp of how your organization is received both internally and externally. You will discuss things that your organization is doing well and things that you could be doing better. You will identify future goals that will be folded into the Marketing Strategy.

Once you complete this phase, **PLAN** the plan - you will move into the planning of the Marketing Strategy. Once the **PLAN** is approved, you will execute our plan, the **DO!**

DO is really the most exciting, you get to implement and watch to see what is working for you, get your contacts to grow, review your website and see if there are more visitors, watch your goals and see if you are meeting them.

Finally, you will want to evaluate your work. Once you implement your plan it is always most important to evaluate how you are doing, is it working, do you need to adjust things? This is where you finetune all that you are doing and start to see growth in your business.

THINK - Research and Discovery

Where are we now and what challenges do we need to overcome?

Explore

- Brand Promise
- Situational analysis
- SWOT
- Content audit

Define Audience

Primary Audience

Demographic:

Geographic:

Behavioral:

Psychographic:

Secondary audience:

Define:

Market Research

- Identify and research competitive landscape
- Identify how audience shops within competitive landscape
- Focus groups

Identify Differentiators

Define:

PLAN - Strategy and Plan

Where do we want to be and how will we get there?

Objectives

Define:

Identify deliverables

Define four P's

- Product (or service)
- Pricing
- Place (distribution)
- Promotion

Develop Plan

Identify Creative needs

- Website
- Press release
- Eblasts
- Social media
- Training manuals for stakeholders
- Ads
 - print
 - online

Set action plans

- Media outreach plan
- Advertising plan
- Online marketing plan
- Social media plan
- Event plan?

Set KPIs (Key Performance Indicators)

Define:

Establish timeline

Define:

DO - Create and Implement

When and where will these changes be made and how will they be sustained?

Design

- Design marketing materials
- Create and implement style guide

Apply

Define:

Roll Out

- Internal
- External

REVIEW - Measure and Evaluate

How do we measure our success and continue to grow?

I. Track results

- Track KPIs (Key Performance Indicators)
- Monitor feedback
- Track leads (subscribers, sales, opt-ins)
- Monitor conversion rates
- Watch company growth
- Monitor Google Analytics
- Monitor social media insights

II. Measure successes

Compare results to plan and KPIs

III. Schedule ongoing check ins

- Set up monthly reports
- Schedule routine meetings/reviews

IV. Identify new opportunities

Define:



Uptown Studios has been a creative source since 1992 - a design firm specializing in brand development and management, marketing, website design, graphic design, video production and social media management and training. We strive to build nonprofits and small businesses up to compete with the "big dogs."

Visit our website to find out more about us.

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