

Marketing Plan Process

Define your marketing goals

- What are you trying to achieve through marketing?

Describe the external environment or context

- What are the social, political, economic, industry trends and issues that impact your work?

Define the largest potential market

- What is the scope of your efforts?

Segment the potential market

- How does the audience relate to your services or marketing goals?

Select target markets

- Based on target market selection criteria and marketing goals, which markets are most likely to take action on your behalf?

Know and understand those target markets

- How do those markets behave, what are their values, attitudes, lifestyles, what do they think about, how do they make decisions, who influences them?

Design services / programs to effectively engage those markets based on their values and attitudes

- These are *all* your programs, services and issues – not just what your marketing department does.

Create outreach, communication and public relations strategies to reach target markets

- What strategies provide the most value in the eyes of the market?

Measure success in meeting marketing goals