

# DEVELOPING A SUCCESSFUL MARKETING PLAN

It is important to understand your organisation fully before attempting to convince others that the project is worth funding or sponsoring. Therefore it is important that an organizational plan is an integral component of a good marketing plan.

What do people really feel about your organisation? How do others see you?

- As a proactive focused service organisation
- As a comfortable secure organisation
- As a staid service provider
- As an organisation providing a service without any competition and therefore not concerned about public image - take it or leave it
- As a clone of Government
- Is there any conflict within your organisation?
- Are you particularly controversial?
- Who are your clients?

All these factors need to be known before you can start developing a successful marketing plan.

## **CLIENTS**

The first step in researching your clients is usually to determine your target market. Who are your clients? Information can be found from previously published sources, from others currently involved in similar services. Other possibilities include primary research ie interviewing potential users, you could talk to “experts” in the field to see if there is consensus about who their clients are. You may have sufficient expertise to adequately pinpoint the primary clients without any additional research.

Once the likely clients have been identified/determined the next step is to collect information about them. In which locations are they found? How many are there in each location? Is this group of clients increasing or decreasing in size. What other characteristics of these clients may effect the success or failure of your services.

At this point you have determined who, where, how many there are and the trends or characteristics within this group likely to effect your services. The next step is to determine why these clients will or will not use your programmes whether they be fundraising or service provision.

It is important to answer the following two questions:

- Why do people need/use our services?
- What factors are important in the client's decision?

Considerations could be cost, quality of service, appearance, aesthetics, culturally appropriate, size, standards of services, programmes offered.

Other considerations could be location and facilities, accessibility, reputation methods(s) of marketing, advertising and promotion, variety of programmes and services offered, appearance and/or attitude of staff and/or volunteers, capability of employees.

## **DEMOGRAPHIC CONSIDERATIONS**

For example any shifts in population, income, age, sex, ethnicity, physical changes in the area, economic and social changes. Changing customer attitudes or lifestyles e.g. parents working, low incomes, high rents. Obviously the more that you know about your potential clients the better off you will be.

## **HOW DO PEOPLE VIEW OUR ORGANISATION**

It is useful to review the data you have collected for your marketing plan and try to visualise your general approach to marketing your services. Marketing plans should not be used in isolation but as an integral part of your planning process.

### **Advertising and Promotion**

You should discuss your planned advertising. Is it by a newsletter, community newspaper, flyers etc?

### **Decide on the purpose/s of your programme**

Are you trying to increase awareness of your services, facility or programmes.

### **Decide who the advertising will be directed at**

From your market research and knowledge of the organisation you should already know who your potential clients are likely to be. Will your advertising be directed towards the general population, your entire target market or a portion of that market? This will be influenced by whether you have too many/not enough clients. Determine the amount to be spent the frequency of the advertising, the contents of the ads and how you will measure their effectiveness such as responses.

## **COST OF SERVICES**

In this element of your marketing plan, you're asked to discuss your policy on costs. Some factors to consider are your contracted service, consumer perceptions, what are other people charging, what the market will tolerate.



**Method of Promoting your services**

You should first explain how you will promote your services. Will you use your own staff and volunteers and if so what qualifications do you require, will you have a training programme. Do your staff actively promote the facility and programmes?

**Adequacy of premises**

Is the property large enough to allow for future expansion, is the property too large resulting in high costs, is accessible, is the parking area sufficient - physical standard, maintenance are the facilities conducive to an running an efficient programme.

**Length of lease**

Is the length of lease appropriate to your needs?

**Government regulations**

Is the zoning and other regulations of governmental bodies satisfactorily met, are you able to operate the services you want.

**Key personnel and Supporting professional services**

In this element of your organisation plan you are asked to identify the key people in your organisation. Include an organisational chart and the duties of key personnel. Identify the various services that you expect to use for advice such as your accountant, lawyer, auditor, bank, advisers.

Creating an organisation plan takes commitment and hard work. But once you have completed the exercise the next step is a marketing plan. Marketing is the process of identifying and satisfying your clients' requirements Marketing is all about meeting client needs within a particular environment (usually competitive).

Once you have completed your organisation plan and your marketing plan you have a blueprint for your organisation.

**A MARKETING PLANNER**

Set up a marketing planner for each project you have identified in your business plan. This should be quite simple under the following headings.

<b>Marketing Planner for:</b> .....					
<b>Objectives:</b> .....					
<b>Strategy:</b>					
<b>WHAT</b>	<b>HOW</b>	<b>WHO</b>	<b>WHEN</b>	<b>BUDGET</b>	<b>COMMENTS</b>

**TO RECAP YOU NEED TO:**

- Define the business you are in
- Do your market analysis
- Set out measurable objectives
- Devise strategies to meet your objectives
- Devise action plans
- Ensure the best use of your resources
- Ensure monitoring systems are built in

**FURTHER RESOURCES**

Management Plans - Community Resources PO Box 33 284 Takapuna

Filthy Rich & Other Nonprofit Fantasies - Dr Richard Steckel with Robin Simons and Peter Lengsfelder

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**If you would like a list of our other community resources, or to be put on our mailing list, contact us at:**



Phone (09) 486-4820

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Visit North Shore Community and Social Services Inc.  
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