



## Marketing Plan

A marketing plan is a critical tool for successful outreach. A marketing plan should outline the target audience, a list of communication channels that will be utilized, a timeline for when marketing and communications will be distributed, and staff assignments.

Here are some items to think about before launching your program's marketing plan:

### - **Who is your audience?**

Think about type of outreach, images or words might attract your target population.

- a. Do your program's marketing materials feature members of your target population?
- b. Are the materials addressing key issues that are important to that population? (childcare, transportation, career potential, how they can make an impact etc.)
- c. Are the materials easy to read and understand?
- d. Are the materials in the language your population may prefer?

### - **Where does your audience look for information?**

Depending on your target population your program may need to target specific communication mediums or locations. Some places to market may include:

1. Local community gathering places (community centers, gyms, grocery stores, churches, libraries, park district)
2. Social media (Facebook, Twitter, Instagram, LinkedIn)
3. Email newsletters/listserv
4. Building partnerships/referral networks
5. Radio or television
6. Newspapers (digital or paper)
7. Veterans organizations
8. Career Fairs/Graduate Fairs
9. Word of Mouth



- **How often should you send out outreach messages?**

The goal of outreach is to increase awareness of the program on an ongoing basis. As a result, your program should decide how often these messages should go out and when. What is realistic for your organization and what would be most helpful for your target population?

- **How much money (if any) will be dedicated to your outreach efforts?**

Not all outreach requires funding, but some avenues do, including paid advertisements on social media, printing flyers, and registration fees for outreach events, among others. If your team is going to utilize outreach that requires funding, make sure to allocate an appropriate budget to your marketing efforts.

- **Who is responsible for creating, approving, and sending out outreach messages?**

As part of your plan identify how marketing messages will be created and distributed and who is responsible for these tasks. It may be that your program has a single marketing person, or you may have to split tasks among a few people. Also, it is important to identify if any members of the program need to approve materials before they are sent to the public.

- **Track your progress**

As you increase your outreach efforts, make sure to track what locations, tools, or messages are most successful. These could include social media reactions/engagements, email opens/clicks, referrals, or the number of participants that cite a specific location/tool. In the pre-screening tool for all potential participants there is a question regarding how participants learned about your program. This is an easy metric that is already tracked for you in the Illinois Works Reporting System (IWRS).



### **Marketing Plan Worksheet**

What is your target population? (age, race, ethnicity, gender, geographic location, language etc.)

What do members of your target population care about? Or what services might this group need?

Where do members of your target population get their information?

What is a realistic timeline for your organization to do outreach?

Weekly      Biweekly      Monthly      Quarterly      Other:

Will any of your marketing activities cost money? If so, what is the budgeted marketing amount?



Staff member assigned to:

<b>Task/Responsibilities</b>	<b>Staff Member(s) Assigned</b>
Create Marketing Materials	
Approve Marketing Materials	
Distribute Marketing Materials	
Track Effectiveness of Marketing Materials	
Other:	

What metrics or measures will be tracked to determine success of the programs outreach efforts?

Based on the metrics identified above, how will your program define success?



**Marketing Activities Timeline**

	<b>Outreach Activity</b>	<b>Outreach Tool</b>	<b>Outreach Location(s)</b>	<b>Assigned to</b>	<b>Cost</b>
<i>Example</i>	<i>Digital outreach</i>	<i>Social media</i>	<i>Facebook, Twitter, Instagram</i>	<i>J. Doe</i>	<i>\$50</i>
<b>January</b>					
<b>February</b>					
<b>March</b>					
<b>April</b>					
<b>May</b>					
<b>June</b>					
<b>July</b>					
<b>August</b>					
<b>September</b>					
<b>October</b>					
<b>November</b>					
<b>December</b>					