



ACTION STEP 2: MARKETING PLAN DEVELOPMENT & REVIEW

Overview

This **Action Step** is the culmination of everything that your team has been working toward. It takes the outcomes from the Tactics session and organizes them into the detailed, ready to implement portion of **YOUR MARKETING PLAN**. The team will have one more opportunity to review and make any final modifications.

YOUR MARKETING PLAN – a living, continually evolving document – will serve as your church’s roadmap both now and into the future to organize, guide and monitor/track your efforts to connect and communicate with your target audience and community.



How long will it take?

- Three to eight hours for the Marketing Plan Coordinator to prepare the chart.
- One to two hours for the team review session.



Why?

- To build a strong **YOUR MARKETING PLAN** tool that will be referenced for months/years to come.
- To unify the Marketing Plan Team around a final version of **YOUR MARKETING PLAN** and confirm some details about who will lead the effort to launch the first **YOUR MARKETING PLAN** tactics and communicate with the congregation.
- To reinforce each Marketing Plan Team member's understanding of the depth of this work and understand what the church will be involved with moving forward.

Process

YOUR MARKETING PLAN Master Planning Chart

The Marketing Plan Coordinator will review the Goals and Objectives and match each tactic to the goal it is purposed to accomplish.

He/she will then prepare the marketing plan Master Planning Chart (see sample on next page). The chart will include every detail needed to implement the plan, including:

- Objectives
- Target Audience
- The Goal the tactic is working toward.
- The Tactic/Tool/Event
- Timing (key dates/deadlines)
- Lead person or team (Who will implement the tactic?)
- Budget
- Tactic Tracking/Evaluation

NOTE: *Try to organize the information in this chart in order by the date each tactic is due. Then you can follow the chart like a calendar.*

YOUR MARKETING PLAN Master Planning Chart
Sample 1: Goals/Measurable Objectives/Tactics Chart

Objective	Target Audience	Measureable Objective(s) (supported by this tactic)	Tactic/Tool/Event	Timing (Key dates/deadlines)	Lead person or team	Budget info	Tactic Tracking/Evaluation
Objective 1	Audience 1	Goal	Tactics	Date	Team	Budget	Tracking
Example: Increase church visibility.	Example: Young families in our community	Example: To increase by 30% our church's visibility (awareness) with young families in our community throughout the next 12 months.	Example: Tactic 1 host a booth at the festival Tactic 2: Set up mothers' morning out Tactic 3: Provide after school tutoring program Tactic 4: Have UMYF members invite a friend to a pool party	Example: Festival is in Oct. Set up by Labor Day Setup By Aug. 15 th Event date July 15 th	Example: Joe Smith Elaine Wojciekowski Dick Harrison Melissa Honors	Example: \$1,500: \$2,400 \$0 \$100	Example: Track the # of booth visitors # of families served # of students helped # of guests at the party and the # of new enrollees for UMYF

YOUR MARKETING PLAN Master Planning Chart
Sample 2: Goals/Measurable Objectives/Tactics Chart

Objective	Target Audience	Measureable Objective(s)	Tactic/Tool/Event	Timing (Key dates/	Lead person or team	Budget info	Tactic Tracking/Evaluation
Objective 2	Audience 1	Goal	Tactics	Date	Team	Budget	Tracking
Example: Increase teen participation	Example: Teenagers	Example: Increase the number of teenager participation in various activities by 25%	Example: Tactic 1: Launch an internet café lounge Tactic 2: Sponsor teen basketball team Tactic 3: Establish a teen Facebook group Tactic 4: Organize a teen mission trip Tactic 5: Organize evening music coffee house	Example: By the end of Nov. Start in Dec. After completion of 1 st teen oriented event Within 3-4 months Oct.2010	Example: Elliot Nielson Myles Jackson Pearl Smith Claudia Smith Jack Myers	Example: \$500 \$200 \$0 \$1500 (will require fund raising efforts) \$400	Example: # of users # of teens involved # of members #of teens participated, #of people impacted by mission and # of people donated # of attendees

Step 4: Implementation

Team Review

The Marketing Coordinator will distribute this chart to every team member, asking him/her to review and make notes for implementation.

The team will then come together for a one to two hour review session to walk through the chart and give final review/consideration for each tactics:

- Potential for impact.
- Feasibility within resources and timeline.



Step 4: Deliverable

The Marketing Plan Coordinator will revise the tactics chart based on the team's feedback, then attach it to **YOUR MARKETING PLAN**