

## Marketing Plan Process

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### **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**