[insert your chapter logo here]

**2022-2023 Marketing Plan**

**STRATEGIC OBJECTIVE**

*What We’re Doing*

What are you trying to accomplish? More members? More engagement? More funds raised?

**TACTICAL OBJECTIVES**

*How We’re Doing It*

To accomplish the strategic objective using a variety of communication methods and touchpoints including:

*(These are examples to replace and edit.)*

* Defining the target audience
* Articulating the value proposition clearly and concisely with a compelling message
* Identifying and testing opportunities to reach the target audience(s)
* Growing key partnerships with friendly orgs on campus/at work
* Coordinated messaging across website, email, social media, advertising, PR, and events
* Identifying scalable grassroots efforts to reach people as personally as possible
* Next
* Next
* Next

**KEY AUDIENCES**

*Who We’re Talking To*

Who is your audience? Hispanics in STEM? Students or professionals? Age range? Beyond Hispanics? How many people are in your target demographic? Can you set a goal of acquiring xx% of the Hispanics in STEM that are on campus or in the workplace?

**VALUE PROPOSITION**

*What We’re Saying*

What does SHPE, and your chapter specifically, offer to its members? What problem do you solve for the audience you’ve identified?

**KEY MESSAGING**

*How We’re Saying It*

What’s the best language to communicate that value to your target audience? What will get their attention?

*(EXAMPLE)*

**Purpose:** Grow membership

**Headline:** Just Get One!

**Call-To-Action:** Get a friend to become a SHPE member

**Short Message**: Will you share the best kept secret in STEM with just one of your friends or colleagues? With your help, we’re growing the Familia one member at a time. If they join SHPE now, they’ll get 3 months free.

**Long Message**: Will you share the best kept secret in STEM with just one of your friends or colleagues? With your help, we’re growing the Familia one member at a time. Share SHPE with a friend to:

> Share the network

> Share the skill building

> Share the opportunities

> Share the best-kept secret in STEM

If they join SHPE now, they’ll get 3 months free.

**Purpose:**

**Headline**:

**Call-To-Action**:

**Short Message**:

**Long Message**:

**SUPPORTING CONTENT**

*Content To Use In Campaigns*

Once you have the right messaging then you want to have the proper tools to share and reinforce that messaging, whether it’s directly with your target audience or for your secondary audience to share on your behalf.

**VIDEO**

Video is a GREAT way to deliver your message. But keep it short! The average attention span is 8 seconds. [*Video Marketing Statistics*](https://www.renderforest.com/blog/video-marketing-statistics)

What videos will you do?

**PRINT ADS & FLYERS**

Where are these opportunities for you? (If you’re not using Canva to create marketing assets, I highly recommend it.)

**DIGITAL ADS**

Does it make sense to pay for ads in local publications?

**LANDING PAGES**

If you do digital ads, consider creating specific landing pages for people who click on them, rather than just sending them to your homepage. Having spent money to get the click, you want to make sure the person doesn’t bounce off the page right away. A good landing page will reinforce exactly what was said in the ad and give a very clear call-to-action as the next step with limited distractions.

Do you need a landing page?

**PUBLIC RELATIONS**

Because it comes from an outside source, press coverage is a particularly effective way to drive awareness and engagement. It usually means someone has to write a press release with real news in it (like an event), create a list of local media outlets, send the release, and do follow-up. Press is all about building relationships and keeping them up.

Do you have anything to share that is newsworthy like an event, or awards?

**EMAIL**

Because email is usually an audience you already have, it’s really about retaining members and growing engagement.

What kind of content should go in your emails and newsletter?

**SOCIAL MEDIA**

This is one of the most important marketing tools for chapters. Make sure you’re using hashtags and tags to increase viewership and grow followers. And engage people - don’t just put out information.

What kind of content are you planning for social media?

**DISTRIBUTION PLAN**

*Owned, Earned, and Paid Media*

Now that you have the content developed, you need to get it in front of your target audience. You’ll want to focus on the current avenues you have to reach the new demographics; and find new opportunities as well.

**OWNED**

These are the channels you own and control completely. The people you reach here already know you in some capacity. You want to make sure they remain and engage with you without abusing the privilege of having their attention and, especially, their email address.

**⇨ Website**

In addition to being the primary source of information about your organization, your website acts as a key acquisition and retention tool. Much of your marketing will direct people back to your website to be converted to an active user. It’s critical to decide who your #1 priority audience is and then focus your website, especially your homepage, on that audience.

Do you have a website? Is it user friendly? If not, what do you need to do?

**⇨ Email**

Email marketing is a critical retention tool. Audit your current repeating emails to ensure that it speaks to all of your members.

What is your email plan? Distribution rate?

**⇨ Social Media**

What is your social media plan? What platforms will you be active on? How often will you post? Do you have someone to do engagement?

**EARNED**

These are the channels you earn and have no control over. The people you reach here should be ready to convert because they’re coming to you having received likely-trusted, outside validation. Earned media is the most difficult to achieve and also the most valuable.

**⇨ Public Relations**

Because it comes from an outside source, press coverage is a particularly effective way to drive awareness and engagement. It usually means someone has to write a press release with real news in it (like an event), create a list of local media outlets, send the release, and do follow-up. Press is all about building relationships and keeping them up.

Do you want to attempt PR?

**⇨ Testimonials**

Use testimonials in your marketing as much as possible. First person accounts of how SHPE has provided value are invaluable in validating a person’s decision to join. Use these on your website, in emails, and social.

Do you have a plan for acquiring and distributing testimonials?

**⇨ Partner Outlets**

Are there sister orgs or other partners who would promote SHPE - maybe in trade for you promoting them?

**⇨ SHPE Ambassadors**

Your members are all marketers for you! How will you train and equip them to help you promote SHPE?

**PAID**

These are the channels you pay for and have some control over. The people you reach here are going to be the most skeptical and the hardest to convert.

**⇨ Events**

Are there events where you can promote your chapter? What are they? Which ones will you participate in and how?

**⇨ Advertising**

Print advertising is very difficult to track, so it’s becoming increasingly less popular. If a special opportunity arises, then it’s worth considering if there's a digital aspect to it, and if the publication has wide distribution. Digital advertising is usually less expensive and it can be tracked!

Do you have any plans for advertising?

**⇨ Radio**

Is there a campus radio station you could work with? What about a local podcast?

**CAMPAIGN OUTLINES**

*Timely Messaging, Content, and Distribution for Specific Campaigns*

**Campaign dates:**

**Graphics idea:**

**Primary call to action:**

**Acquisition/Remarketing Paths:**

**Outreach includes: *(for example)***

* Press
* Radio advertising
* Organic social media
* Paid search on Google
* Partner marketing - ads, email, social media
* Grassroots poster/flyer distribution

**ANALYTICS STRATEGIES**

*Measuring Success*

The benefit of digital marketing and digital program execution is that everything is measurable, however, it’s important not to get bogged down in data. Trying to gather too much data too often can lead to *analysis paralysis*, or the inability to act because you’re overwhelmed by the data or because you’re waiting for the next batch of it.

Limit your focus at the beginning to an agreed-upon list of key performance indicators (KPIs) and then expand from there as needed, as questions arise.

**KEY PERFORMANCE INDICATORS**

Track on a monthly basis and you’ll begin to see a pattern; you’ll be able to set benchmarks for each measurement, which allows you to notice aberrations, both positive and negative, and respond accordingly. The goal is steady growth and identification of levers that you can control.

**⇨ Event Registration**

* Are you getting more people? Are you getting diverse registrants? What are the trends?

**⇨ Website**

* **Site Visits**: Ideally this will grow steadily, but you’ll see spikes around events, and around certain marketing.
* **Average Time on Site**: Longer stays indicate more engagement. You can also track what pages people are navigating to and engaging with.
* **New Users vs Return Users**: New users show that marketing is working; returning users show engagement.
* **Traffic Sources**: Helps you determine what marketing works and where to invest resources.

**⇨ Emails**

* **Subscribers**: Ideally this will grow steadily; you’ll want to notice if people are unsubscribing, which can indicate email fatigue.
* **Open Rate**: You want this to increase, reflecting that your emails are valuable.
* **Click-Thru Rate**: This means people are engaging with your email.

**⇨ Social Media**

* **Followers**: Notice trends for when people join and leave; benchmark your average increase week over week and note aberrations.
* **Impressions**: Gives you an idea of how many followers are actually seeing your content. This is important especially on Facebook where the algorithm hides content.
* **Engagement**: What kinds of posts do people like/comment/share? Do more of those.

**DATA SOURCES**

**⇨ Google Analytics**: Used for website analytics

**⇨ MailChimp/Constant Contact**: Used for email analytics

**⇨ Social Media/Hootsuite**: Each platform offers its own analytics; or if you use an aggregator like Hootsuite, you can get most info in own place

**⇨ CRM**: For donor/member analytics

**⇨ Survey**: If a survey is done annually then it will be a great measure

**MARKETING CALENDAR**

*Execution Schedule for 2022-2023*

[Link to Schedule](https://docs.google.com/spreadsheets/d/1an8-10kVd2l-7YmqtPg2LZXwj6qzRH1xZ-uy9N5DHw8/edit?usp=sharing)

*I recommend using Google Sheets for a working schedule like this because it allows the team to share and collaborate on one document with the ability to track changes, tag team members, and make comments right in one place.*

**ESTIMATED BUDGET**

*Prioritizing Spending*

Considering all of your plans, how much will it all cost compared to your budget? You might start big and then cut things as you need to prioritize. Add in a simple list or chart of your planned spend.

**NEXT STEPS**

*Moving the Plan Forward*

Once the plan is finalized, there will be much to do! Here are some key next steps to take to support success.

EXAMPLE -

* Create a master schedule.
* Decide who will be handling the execution of each project and task.
* Set deadlines for each task within each project.
* Set SMART goals for the campaigns.
* Begin outreach to partners to discuss trades.
* Determine a reporting cadence (monthly is most manageable).
* Establish someone to do the reporting and format.