



DTSB Summer Learning: A Marketing Plan in 9 Easy Steps

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Evaluate and segment the overall market

All buyers are not alike. Identify the different groups, or segments, that comprise the overall market.

Targeting

Decide which market segments are most attractive and suitable.

Differentiation

How do you truly stand out from the competition? Why should the customer buy from *you*?

Positioning/Branding

How will you position your offering in the mind of the consumer? How will you visually represent your company/organization?

Define the value proposition

Craft a statement capturing why you are relevant, valuable, and different

Develop a budget

Allocate funds for marketing to ensure it remains a priority. Consider goals and competitive factors.

Select communication/promotion channels

Determine which techniques and tools you will utilize to communicate to your target customer.

Scheduling

Develop a plan for communicating/promoting your offerings.

Implement and evaluate

Build a system to track the effectiveness of your efforts.

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