

Making Every Dollar Count:

Keys for nonprofits to develop a Results-Driven Marketing Plan and consistently get the results your organization needs



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Teleclass presented by:
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teleclass overview:

1. What keeps us RE-active?
2. Common marketing plan mistakes and how to avoid them
3. Real benefits of a “Results-Driven” marketing plan
4. Components of a “Results-Driven” marketing plan
5. Common challenges to successful plan implementation
6. Where can I get help?
7. Q&A

what keeps us RE-active?

THE **Creative Boss**

THE COST \$\$:

- Continually redesigned materials
- Lack of focus, vision, brand messaging
- Typically no tie to measurable outcomes

what keeps us RE-active?

Lack of Board Buy-in

THE COST \$\$:

- Plan implementation time is spent getting administrators on board
- Often results in duplication of work and wasted resources

what keeps us RE-active?

Limited Expertise or Resources

THE COST \$\$:

- Risk of spending limited resources in areas with minimal results
- Collateral may not be working hard enough for you

what keeps us RE-active?

No Plan, No Map, No Compass

THE COST \$\$:

- No way to tell where you're going or what successes you've had
- No indication of the benefits of the marketing program expenditure
- Risk of reduced funding later

common plan mistakes:

THE **Same As Always** APPROACH

HOW TO AVOID:

- Measure results of tactics you've "always used"
- Audit your publications every 3-5 years
- Consider latest trends/tactics



common plan mistakes:

THE **Random Selection** APPROACH

HOW TO AVOID:

- Determine tactics by the measurable objectives you want to achieve
- Be sure your objectives ARE measurable and that you have the resources to measure them



common plan mistakes:

THE **Fun with Graphics** APPROACH

HOW TO AVOID:

- Do your research
- Take every component of the “Results-Driven Plan” seriously
- Design strategically



common plan mistakes:

THE **No Compass**

(or “Fly-by-the-seat-of-our-pants”)

APPROACH

HOW TO AVOID:

- Let your objectives keep you focused
- Include an evaluation plan to measure outcomes



benefits of a “Results-Driven” plan

1. Increase revenue and market share
2. Increase memberships and donors
3. Improve brand and public awareness
4. Make accountability easier via measurable outcomes
5. Diversify your funding streams
6. Serve wider audience – make a bigger difference in your community

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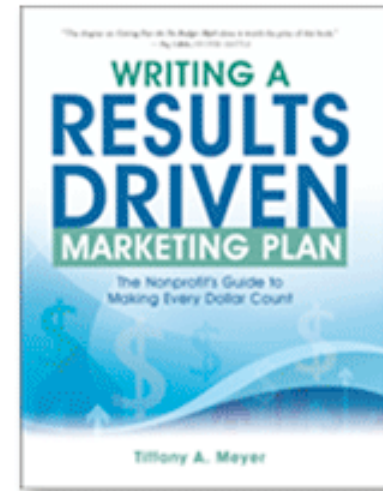
Writing a Results-Driven Marketing Plan:

The Nonprofit's Guide to Making Every
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By Tiffany Meyer

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components of a “Results-Driven” marketing plan

1. Situation Analysis

2. Plan Goal(s)

- Non-measurable
- Long-term
- Something to strive for

components of a “Results-Driven” marketing plan

3. Plan Objectives

- **S** — Specific
- **M** — Measurable
- **A** — Achievable
- **R** — Realistic
- **T** — Time-Based

components of a “Results-Driven” marketing plan

4. Core Products / Services

- See “***Writing a Results-Driven Marketing Plan***” book for worksheets and a step-by-step process of determining key selling points of your products/services; how to effectively price your products/services; and which services/products to focus the majority of your marketing effort on.

components of a “Results-Driven” marketing plan

5. Target Customers / Audiences

- Be as demographically specific in your descriptions as possible
- Get familiar with your customer’s / audience’s needs and wants

components of a “Results-Driven” marketing plan

6. Marketing Tactics

- Include the purpose of the tactic
- List the objectives it's aimed at fulfilling
- List who's responsible for implementing
- List when it will be implemented

components of a “Results-Driven” marketing plan

7. Financial Plan

- List ALL costs involved
- Use the budget worksheet and sample budgets in “***Writing a Results-Driven Marketing Plan***”

components of a “Results-Driven” marketing plan

8. Evaluation

- How will you evaluate?
- When will you evaluate?
- What’s your back-up plan if some tactics are not working?

common challenges to
plan implementation

Selling the Potato Chip



common challenges to
plan implementation

The No Budget Myth



common challenges to
plan implementation

The Identity Crisis



common challenges to
plan implementation

**Who's job is
this, anyway?**



where can I get help?

1. Order “***Writing a Results-Driven Marketing Plan***”
2. Take our **e-Courses**
3. Work with a consultant
4. Read free articles or subscribe to the free **The Smart Nonprofit eNewsletter**

www.numamarketing.com