



Marketing Plan

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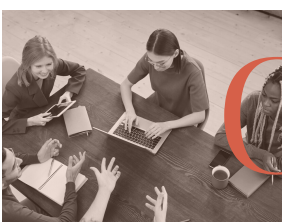
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KEY PERFORMANCE
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Unique Selling Point

UNIQUE SELLING POINT

Collier Resource Center not only does the legwork, and connects you to the agencies. our trained volunteers have the knowledge and connections to match you with more sources than you ever believed were available.

Unlike other local agencies, we don't just give you a list of numbers and send you on your way. We track your progress, follow up on issues, and manage your connections as your situation changes.

EMOTIONAL SELLING POINT

Confidential and at No Charge
There is no charge for our services.

All services are confidential, including undocumented immigrants.



Competitor Analysis

Client

Competitor 1

Competitor 2

Strengths	More features	Strong brand awareness	Lowest price
Weaknesses	Newcomer to market, not proven	Mediocre quality	Undercapitalized and may lack funds for product development
Opportunities	Take market share by communicating value of distinct features Bundle with complimentary brand with established channels in place	Completed IPO so could put more money into developing new features that could compete with ours	Opportunity to take market share due to pricing strategy
Threats	Higher price may prevent newcomers to category from trying Low marketing budget Economic slowdown, low consumer confidence levels	Lower quality can result in consumers switching to new brands like ours and so can the lack of features like we have	Competing mainly on price and that can be countered with ESP marketing tactics

SWOT Analysis

Strengths

- More services than competitor 1 and 2
- Funds to invest in growth and marketing
- Few competitors

Weaknesses

- Newer entry into market
- Little name recognition compared to competitor 1 and 2

Opportunities

- Take market share by communicating features
- Opportunities to collaborate with influencers

Threats

- Economic slowdown
- Live events may be cancelled

Marketing Plan

Goals, Strategies, Tactics and KPI's

Client (Confidential)

Marketing Plan 2020

GOAL: INCREASE CLIENTS BY 20%				Person/Team Responsible	Supporting Team	Date to be Started
Objective 1: Increase awareness in the Hispanic community with Emotional Selling Point (ESP) "We can help"						
Strategy 1. Develop print media campaign.						
		Action Step 1.	Engage with traditional Spanish print media such as D'Latinos, Vista Semanal, and Nuevos Ecos newspaper.	JoAnn	Client	12/1/2020
		Action Step 2.	Contact the print media to negotiate trade or special nonprofit rates for advertising.	JoAnn	Client	12/1/2020
		Action Step 3.	Create ads to publish in magazines and newspapers.	JoAnn	Soukup Team	12/1/2020
Strategy 2. Develop communications campaign.						
		Action Step 1.	Request news interviews with Telemundo, Univision, and Accion Hispana for Client to talk about the service and the mission.	JoAnn	Client	12/1/2020
		Action Step 2.	Request news interviews with radio stations for Client to talk about the need and mission. Specifically, arrange for an interview on Dr. Arthur Boyer's show, La Ley, Sippin' on the Porch with Sue Hull, and others.	JoAnn	Client	12/1/2020
		Action Step 3.	Engage with traditional Spanish TV media such as Telemundo, Univision, and Accion Hispana to get rate cards and nonprofit or special pricing and/or develop trade agreements.	JoAnn	Client	12/9/2020
		Action Step 4.	Engage with Spanish radio stations such as Playa 98.1, B-103.9, Sunny106.3 radio streaming, and others, plus LaLay and Conciencia 107.7 in Immokalee to get rate cards and nonprofit or special pricing and/or develop trade agreements.	JoAnn	Client	12/9/2020
		Action Step 5.	Engage with Haitian radio station Kowona Kronik in Immokalee and others to get rate cards and nonprofit or special pricing and/or develop trade agreements.	JoAnn	Client	12/9/2020
Strategy 3. Develop an omnichannel campaign.						
		Action Step 1.	Design posts and purchase social media ads to reach the target audience on Facebook, Instagram, Twitter	JoAnn	Soukup Team	12/1/2020
		Action Step 2.	Create strategy for Google Adwords	JoAnn	Soukup Team	12/1/2020
		Action Step 3.	Design a series of e-blasts to announce their services, including success	JoAnn	Soukup Team	12/9/2020
		Action Step 4	Create videos of success stories to reach the target market, for socail and website	Tish/Laurel	Soukup Team	12/9/2020
Strategy 4. Drive the primary target audience to the client website.						
		Action Step 1.	Ensure that print, traditional electronic media, and social media campaigns lead to the website with Call to Action	Tish/Maria/Laurel	Soukup Team	12/9/2020
		Action Step 2.	SEO (Search Engine Optimazation) of all webpages	JoAnn	Client Team & Soukup Team	12/9/2020
		Action Step 3.	Research how to provide website in Spanish and Creole and implement.	JoAnn	Client	12/9/2020

Client (Confidential)**Marketing Plan 2020**

		Action Step 4.	Create small posters (English, Spanish, Creole) for distribution in select locations.	JoAnn	Soukup Team	1/1/2021
		Action Step 5.	Print the rack cards and posters. Order the rack holders for distribution.	JoAnn	CRC Team	1/1/2021
		Action Step 6.	Develop volunteer-led distribution campaign for rack cards (and holders) and poster distribution, focused on the industries and businesses delineated in the Target Audience.	JoAnn	CRC Team	1/1/2021
		Action Step 7.	Contact faith congregations to update Client's list regarding advertising in their bulletin or email blast.	Marioly	CRC Team	1/1/2021
		Action Step 8.	Create and place appropriate ads in faith congregations within the target market zip codes.	JoAnn	Soukup Team	1/1/2021
		Action Step 9.	Visit the companies/organizations to take the rack card (and rack holder) to business locations. Leave rack card supply for a month.	Client	Client	1/1/2021
		Action Step 10.	Follow up: call/visit monthly to touch base with them verify that there are plenty of rack cards in stock.	Client	Client	1/1/2021

Strategy 2. Create virtual forums for community representatives to learn about CRC's services via free video conference meetings.

		Action Step 1.	Use updated list/database of the community representatives to invite for the conference meeting. Create the forum in Zoom.	Client	Client	1/1/2021
		Action Step 2.	Create a PowerPoint presentation for the virtual forums, select the speakers, and IT assistance.	Soukup Team	CRC Team (Content/Review)	1/1/2021
		Action Step 3.	Create and design a printed postcard and digital invitation for the forum. Create the forum in Zoom.	JoAnn	Soukup Team	1/1/2021

Strategy 5. Develop other marketing activities to increase the number of clients.

		Action Step 1.	Research bus, bus bench, and bus stop advertising.	JoAnn	Soukup Team	1/1/2021
		Action Step 2.	Research info booth opportunities.	Marioly	Client	1/1/2021
		Action Step 3.	Research the coordination of print materials, booth space, etc. by "piggybacking" on marketing done by other nonprofits.	Marioly	Client	1/1/2021

Objective 2: Make attendees feel comfortable discussing and amplify their voice with legislators and community leaders

Strategy 1. Develop a marketing campaign specific to informing businesses, governmental agencies, and nonprofits about using client as a community resource.

		Action Step 1.	Update and call the list of the government agencies and nonprofits to contact in the industries and businesses selected: grocery stores, restaurants, and retail locations, hospitals, health clinics, and doctor's office, schools, childcare centers, after-school programs, nonprofit and governmental organizations, small businesses. Include the Immokalee Interagency Council, Immokalee Unmet Needs Coalition, the Benison Center, Coalition of Immokalee Workers, Continuum of Care, Nichols Community Health Center, and the Florida Healthcare Coalition of Southwest Florida.	JoAnn	Client	10/5/2020
		Action Step 2.	Develop relationships with local government, businesses, and communities for articles and/or ads in their newsletters.	JoAnn	Soukup Team	10/9/2020
		Action Step 3.	Update existing rack cards (English, Spanish, Creole) for wide-reach distribution.	JoAnn	Soukup Team	10/2/2020

Client (Confidential)

Marketing Plan 2020

		Strategy 3. Expand existing adult volunteer program to provide more assistance in the office, case management, outreach, and marketing efforts to allow Client's key leadership and staff to focus on other agency needs.				
		Action Step 1.	Develop a list of activities, including projected hours, supplies, and training needed to accomplish each item.	Nina/Hallie	Soukup Team	1/1/2021
		Action Step 2.	Share service learning opportunities through Greater Naples Chamber of Commerce, Greater Naples Leadership, Leadership Collier, United Way's Volunteer Collier, and others. Include volunteer fairs (live and virtual), plus websites that post volunteer opportunities. Focus on finding someone with ties to the Haitian community.	Laurel	Soukup Team	1/1/2021
		Action Step 3.	Orient and train adult volunteers about Client and the community needs that it helps to fulfill. This could be done live, with a PowerPoint, or with short video presentations.	Nina/Hallie & CRC Vol Team	Soukup Team	1/1/2021
		Action Step 4.	Assign work to trained adult volunteers, based on current needs. Manage volunteers.	Nina/Hallie/Marioly	Soukup Team	1/1/2021
		Action Step 3.	Orient and train students about CRC and the community needs that it helps to fulfill. This could be done live, with a PowerPoint, or with short video presentations.	Nina/Hallie & CRC Vol Team	Soukup Team	1/1/2021
		Action Step 4.	Assign work to interested students based on current needs. Manage students.	Laurel	Soukup Team	1/1/2021
		Strategy 2. Develop an internship program to increase interest in Client, offer meaningful activities to community-focused students, and provide Client with "influencers".				
		Action Step 1.	Develop internship job descriptions for paid and/or unpaid high school and college internship programs, offering remote and in-person positions. Intern(s) to be employed by Soukup Strategic Solutions and/or CRC.	JoAnn	Nina (approval)	1/1/2021
		Action Step 2.	Share internship availability with known partners at Collier County Public Schools, FGCU, Florida SouthWestern, Hodges, and others. Focus on students interested in nonprofits, social work, and health administration. Focus on finding someone with ties to the Haitian community.	Laurel	Soukup Team	1/1/2021
		Action Step 3.	Gather, review, and rank intern applications, providing Client with top candidates for interviews.	Tish	Soukup Team	1/1/2021
		Action Step 4.	Interview top candidates, using questions developed by the Soukup Team (if desired). Make offer to top candidate(s).	Nina/Tish	Soukup Team	1/1/2021
		Action Step 5.	Supervise and grade Soukup Strategic Solutions intern(s).	Anita	Soukup Team	1/1/2021
		Action Step 6.	Supervise and grade intern(s).	Nina	Soukup Team	1/1/2021