

Social Media & Online Promotions

Marketing Plan Outline – Fall 2011

Overview

Your final project for this course is to create an online marketing campaign plan for a company or organization of your choice. The only criterion is that the company or organization must be in your field of study and cannot have been chosen for this course before. Other than that, the smaller the company you choose, the simpler the campaign will be to create. You may use your workplace as your client if you choose.

Once you've chosen a company or organization, you should begin gathering information about your client. You will need to obtain a lot of information from the client in order to complete the campaign. If the client is unwilling to share this information, you will need to choose a different client for the campaign. You cannot fabricate the information. You also cannot copy any current online marketing efforts.

There is no pre-determined length for this assignment. The sample outline attached is the format you should follow for the campaign. The text, notes and blog posts will provide additional information you'll need when constructing the sections.

Deadlines

The following are the deadlines for various portions of the campaign:

- **Monday, Sept. 12**
 - A single-page description of the company/organization you plan to focus on for your campaign.
 - Submit in D2L Dropbox
- **Monday, Oct. 3**
 - SWOT analysis as outlined below
 - Submit in D2L Dropbox
- **Monday, Oct. 17**
 - Audience profile as outlined below
 - Submit in D2L Dropbox
- **Monday, Nov. 7**
 - Goals, objectives, strategies and tactics as outlined below
 - Submit in D2L Dropbox
- **Wednesday, Dec. 14**
 - Complete campaign should be submitted before midnight into the D2L dropbox in a single, professional document

I. Professional Cover Page

- This should include the name of the company/organization you've chosen for your campaign, your name and the date.

II. Executive Summary

- On a single side of one sheet of paper, address the key issues covered in your plan. Summarize in your own words the entire plan in a few paragraphs.
- *NOTE: It may be best to draft this section at the end when you know what your plan will entail.*

III. Situation Analysis

- Organization's mission and goals
- Products or services provided
- Nature of customers, clients, suppliers or donors
- Location
- Method of product or service delivery
- Organizational hierarchy
- Reputation in the field
- Past and current online promotional practices
- *NOTE: Consider including charts, graphs, photos, etc. to provide a complete analysis of the current situation within the company/organization.*

IV. SWOT Analysis

- Explain the company's strengths, weaknesses, opportunities and threats in relation to the competition. Specifically address the use of online media in this section.

V. Audience

- Explain who (as specifically as possible) you're attempting to reach through your online promotions.

VI. Goals

- Define the goals your company/organization would like to accomplish through online promotional practices.

VII. Objectives

- State how, specifically, you will reach the company/organization's online promotional goals.
- Write each objective in the "to verb" form.
- Make each objective measurable and time bound.
- For example, *To reach 90 percent of our customers an average of once a month this calendar year.*

VIII. Strategies

- State how, generally, you will accomplish the online promotional objectives. Don't forget to include training, if necessary.
- For example, *To reach 90 percent of our customers through email marketing an average of once a month this calendar year.*

IX. Tactics

- State how, specifically, you will accomplish each of the strategies you listed
- This should include details about the specific sites you plan to use, how you will use them and frequency of change/update.
- You also must include mock-up examples of the company/organization's online visual identity here.

X. Analytics

- Explain how you will measure the reach and effectiveness of your company/organization's online promotions, including how you will know if you accomplished the objectives above.

XI. Schedule

- Be sure to include design, regular updates and planned evaluation date.

XII. Budget

- How much money will be spent to implement the online promotional plans?
- Outline, in sequence, the cost of activities, including necessary staffing and outside vendors.
- In other words, how much will each aspect of your online promotions plan cost?

XIII. Evaluation

- How will you evaluate the effectiveness of your overall plan and its various components?

XIV. Works Cited

- You are allowed to use information about the company/organization from current literature, but you must be sure to cite that information in this section of your campaign.