NC COOPERATIVE EXTENSION | N.C. A&T STATE UNIVERSITY | NC STATE UNIVERSITY

Building an Effective Marketing Plan

go.ncsu.edu/LocalMarketingPlans

1. **What is the current situation?**
   Conduct a "mini-S.W.O.T. analysis" to determine your team's strengths, weaknesses, opportunities and threats.

2. **What do you want to accomplish?**
   Define your local goals, which will help drive success for your team and Extension.

3. **Who do you need to talk to?**
   Identify key audiences related to your goals and build a profile that will help you market effectively to them.

4. **What tools do you already have?**
   Note existing resources that can be leveraged (e.g. contact lists, promo items or partnerships) and align those assets with your goals and key audiences.

5. **How much can you spend?**
   Review your local budget and assess how to incorporate and track strategic marketing efforts (every little bit can help). Steps 4 and 5 together help determine your marketing tactics.

6. **What do you want folks to do?**
   Craft specific, relevant calls-to-action (CTA) for your various marketing channels that drive your overall goals (e.g. "Subscribe to our newsletter").

7. **How will you know if you're successful?**
   Determine what metrics show success or failure and plan a schedule for tracking and reporting that data.

8. **Does everything work together?**
   Make sure the messaging, look and feel, and CTAs are consistent and cohesive across all marketing resources per the brand standards.