

Marketing Options: Six Points to Consider

Choosing the right marketing options is crucial. Here are six points to consider before you decide your next steps.

1. Current Situation most organizations want to implement marketing programs that address one or all of the following:

- Farming: marketing in specific areas, 'fishing in the bathtub'
- Bounty: a referral program
- Loyalty: making sure past customers choose you

2. Desired Situation Clarify the image, identity and reputation that you need to support your desired situation. *Image* is how you want to be perceived. *Identity* is how you are seen by stakeholders. *Reputation* is what you are, is fundamental and a cold tough truth.

3. Clearly Identify the: goals and objectives; various channels that can be used and costs associated with each; target audience preferences; theme and messages that make sense; and, timing for implementation

4. Determine the communication process and result objectives.

Process objectives focus on programming such as: mail media kits to appropriate media contacts, revise web site, contact recent clients that purchased a particular product or service. Process objectives are focused on making sure the plan is implemented.

Result objectives influence the success of the output objectives. Result objectives consider what your audience is willing to believe and what you want them to believe. These objectives relate to your audience's level of awareness, attitudes and behavior. There are many types of impact objectives. Some examples are: raising awareness of your organization, service and/or product(s), increasing the number of people that order from your web site, increasing the number of positive media articles about your organization.

5. Programming: hand pick from channel options such as articles, advertising, direct marketing, trade shows and special events.

6. Evaluation: evaluating the results (based on choices and objectives). For continual improvement evaluate what has been done.

tel: +613.230.4692 email: info@hmci.ca www.hmci.ca