

nmc

nonprofit  
management  
center

# Marketing for Nonprofits

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# The Marketing Plan

- Situation Analysis
- Research
- Problems & Opportunities
- Marketing Objective
- Budget
- Marketing Strategy
- Advertising Creative
- Advertising Media

# Integrated Marketing Communication (IMC)

- Sales Promotion
- Public Relations
- Direct Marketing
- Event Marketing
- Personal Selling
- Telemarketing
- Packaging
- Merchandising
- Promotional Products



# Situation Analysis

- Backgrounder
- What you know now

# Situation Analysis

- Current Users
- Geographic Emphasis
- Seasonality
- Purchase Cycle
- Creative Requirements
- Competitive Sales & Media



# Research

- What you don't know now
- Methodology
- Secondary
- Primary

# Problems & Opportunities

- Situation Analysis + Research
- SWOT



# Marketing Objective

- Number
  - Awareness
  - Membership
  - Sales
  - Trial
- Rationale
  - Sales History
  - Attitudinal Change
  - Marketing Effort

# Budget

- Advertising-to-Sales Ratio
- Other Allocation
- Multiple Methods



# Marketing Strategy

- Product
- Place
- Price
- Promotion
- People

# IMC

- Advertising Creative
- Advertising Media
- Promotions
- MarCom



# IMC

- Using and integrating a variety of marketing communication tools, vehicles, methods
- Employing them in a coordinated, synergistic execution

# Evaluation

- Delivery of Objective
- Interim Evaluation
- Post Plan Evaluation





