Marketing Toolkit:
Planning and Measurement Strategies
Topics for Discussion

• Navigating marketing opportunities
• Strategic marketing plan
• Evaluating marketing efforts
• Social media
• Coupon promotions
Navigating marketing opportunities
Thoughtful Navigation

• Who are your consumers?
• Where are your consumers?
• What do they care about, talk about, want to know from you?
• Create a listening strategy
• Outline a budget—accounting for time to facilitate social media
Strategic Marketing Plan

• What business are you in?
• Outline goals and objectives
• Tactics
• Who is your target market?
• What is your strategy to generate demand?
Evaluating Marketing Efforts

- Measuring the Power of Free
- What Can You Measure?
- Commitment, not a campaign.
Navigating Social Media
Social Media Strategic Plan

• Social Media Audit
• Positioning Statement & Measurements of Success
• Identifying Goals, Objectives & Tactics
  – Social Media Design
  – Determining Timeline
  – Identifying Content
  – Ownership of Social Media
Social Media Measurement

- Organize your measurements and metrics.
- Apply a long-term outlook.
- If hard ROI metrics are difficult to track, consider a range of softer metrics that link back to desired business outcomes.
- Determine a dollar value for customers that opt in and engage your brand via social networks.
- Ongoing social listening and tracking.
Coupon Promotional Campaign

• Rising food costs driving couponing
• QR (quick response) code users seeking deals
• Mobile coupons becoming mainstream
• Coupon ROI (Return on Investment)
Coupon ROI

- Determine a tracking process
- Simple spreadsheet or POS system to track the coupon usage
- Share info with employees.
- Assign tracking responsibilities
- Determine your offer. Ease of use.
- Brand identity.