

## **IABC Chapter Marketing Plan**

### **Statement of purpose for the chapter:**

(Refer to IABC and regional mission statements)

### **List of target audiences for potential new members:**

(Use company names, other professional organization rosters, business directories, Chamber of Commerce lists, the local phone book, etc.)

### **List of target audiences for promotion efforts:**

(Local media, regional and international publications, university communication and journalism departments, etc.)

### **Brief summary of other communication organizations with which we compete and/or with which we can form alliances:**

(How long have they been established? Do services overlap? Is membership older/younger? More experienced/less experienced? Is the group growing? How often do they meet? What are they doing we want to emulate/avoid? Can we promote to their members?

### **The elements of our communication program:**

(Newsletter? Email? Website? Fax? How often? To whom (member/nonmember)? Separate meeting promotions? News releases? Other?)

**The elements of our professional development program:**

(Monthly meeting? Additional seminars? Multi-level events for different experience levels? Awards program? Certification focus? Special events? Location/time the same or changes? Timetable for implementing various segments?)

**The elements of our membership recruiting program:**

(Recruiting goals set? Steps in the recruiting process? Supporting materials received from headquarters? How do we ensure personal contact? When do we follow up? Introduce new members/potential members at meetings? Treat new/potential members to lunch? Ask them to volunteer?)

**Our pricing policy:**

(Which areas are profit centers? Which break even? Which are investments in future chapter health that may operate at a loss? Do we have an underwriting policy (when to accept, how to recognize)? Do we include underwriting and in-kind contributions in budget planning? Where will most revenue come from? Are our revenue expectations realistic? Will expected revenues support planned activities? What will we do to ensure funding?)

**A basic budget:**

(We have projected revenue and expenses by program/project. Do we have a policy about approving unbudgeted expenditures before they happen? Did every board member help develop the budget for their areas of responsibility and know what is/is not in the budget? Do we need more revenue? How will we raise it? Do we have a policy to guide future investment decisions? Does the budget include support for leader development?)