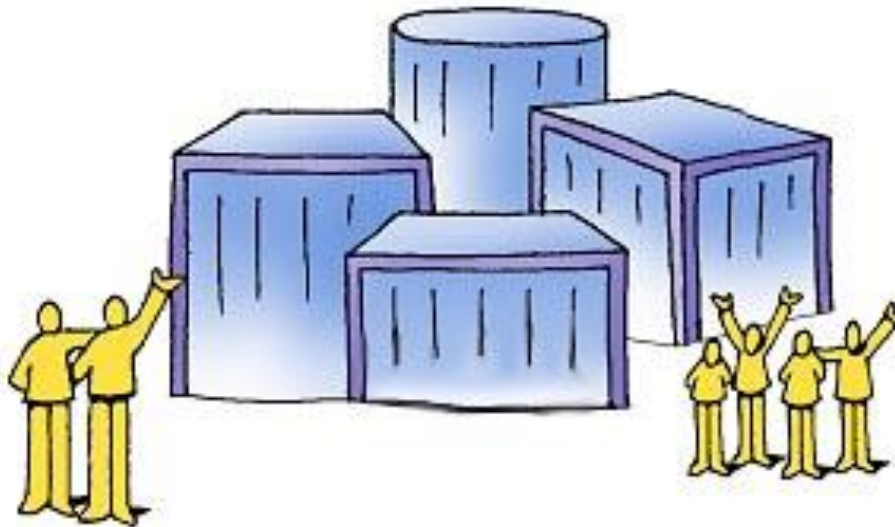


ENGAGING WORKPLACE PARTNERS

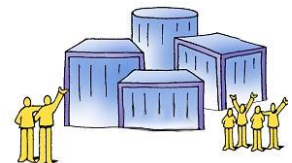
SAMPLE MARKETING PLAN - 1



NEW WAYS TO WORK

SAMPLE MARKETING PLAN

This sample plan designed as a first quarter marketing plan.



STATEMENT OF GENERAL PURPOSE

“ABC Youth Employment Agency is a youth employment-brokering program, established to

provide meaningful employment opportunities for youth enrolled in your town's schools and community based programs. The general purpose of the Marketing Plan is to prepare for the implementation activities and begin the actual operations of ABC.”

TARGET AUDIENCE

The focus of the ABC marketing plan will be Workplace Partners.

MARKETING AND SALES GOALS and MEASURABLE OBJECTIVES

Primary Objectives

- ◆ Stimulate awareness of and interest in organization.
- ◆ Familiarize staff with local labor conditions.
- ◆ Prepare all sales and informational materials.
- ◆ Prepare for, rehearse and begin formal sales presentations.

Secondary Objectives

- ◆ To place 20 - 25 youth with 10 - 15 businesses as part of the implementation and testing activities.
- ◆ To begin preparation for full implementation of the program.

MESSAGES

- ◆ Companies receive measurable return on investment from real work by students, increased productivity and reduced training and recruitment costs.
- ◆ Introduces businesses to potential new workforce and provides a role to impact it.
- ◆ Provides positive corporate exposure through high profile involvement in education.

RESOURCES

- ◆ Employer PowerPoint Presentation
- ◆ Examples of other agency Marketing Plans
- ◆ NWW Marketing Manual
- ◆ Advisory Board Members

MARKETING AND SALES STRATEGIES

Activities will include personal contact with potential employers, presentations to employer groups and service clubs, and a direct mail campaign. Planning and development for full implementation will include preparation of an Annual Marketing Plan.

CALENDAR OF MARKETING ACTIVITIES

Strategy	Key Action Items	Assigned To	By When	Budget
Business Group Presentations	Read and become familiar with the Marketing Manual.	Site Director and Employer Liaison	January 14	
	Research the local labor market.		January 24	
	Prepare and print sales materials (brochures, etc.).		February 24	
	Make general information presentations to group.		March 30	
Charter Business Solicitation	Identify 100 businesses for Charter Business solicitation.	Employer Liaison	January 14	
	Enter these 100 businesses into a contact management system.		January 24	
	Start Charter Business solicitation with 25 mailing per week and follow-up.		March 30	
Annual Marketing Plan Development	Identify Marketing Team	Site Director	January 24	
	Draft Plan		March 30	

