

Marketing Plan & Overview

Consider the following questions and respond based upon your specific program. Depending on your organization type, some of these might be more important than others. If a question isn't applicable to your program/organization, you can make note of that. Feel free to use this as a template and add your responses to this document.

Overview of Your Marketing Position

Product:

- What kinds of programs/activities are you offering?
 - The three programs/activities the Entertaining Pens organization offers are novel writing, screenwriting, and video game writing. These programs are all provided as after-school programs to foster student writing.
- When and where will they take place?
 - The programs will take place in designated classrooms in a high school.
- Is there anything complimentary that you could consider adding as a marketing tool? (i.e. a teaser, open house, demo at a community festival)
 - A demo at a community festival would be the best option for the program. This is because parents could see exactly how classes are meant to operate.

Place:

- Is our location attractive and comfortable?
 - Since our location is within a school, the students attending the classes will be familiar with the environment (even if they are not from the school). It may be the most attractive for current students attending the school as they do not have to drive to a different school to attend the classes.
- Does signage make the most of our identity?
 - Signage might be an area that the organization needs to work on. This is because the organization is reliant on the fact that the program takes place in an established location (a school classroom). Perhaps signage could be more significantly represented on the organization's website. Some of the signage's features would include references to writing workshops, like a scrap of paper and a pen.
- Is it easy or difficult to reach?
 - The school should be in a location that is easy to reach, even if the students are from outside of campus.
- Do we need to be creative about letting customers know we are "here"? (i.e. a banner or sandwich board sign etc.)
 - Yes. Since the program is an after-school activity, we may need to consider posting things on bulletin boards, indicating which classroom the program takes place, etc.

Price:

- How much does it cost to participate (time and money) from the time the customers leave home until they get home? (Note: This varies – but think about how far people might have to drive to get to you. Are you in a high traffic area? Etc.)

- Since students attending the program will either be walking to the designated classroom or driving to a different school campus, traffic should not be a major issue. In fact, the organization specifically targets smaller towns/communities, so traffic is not likely to be a problem. However, the only aspect of traffic that may be problematic is if the program time is right after school is dismissed. Students commuting from another school campus may get stuck in the school traffic.
- How easy is parking, dining, and other amenities? (as applicable)
 - Parking should be easy for students who are not driving or students who currently go to the school. Parking should not be an issue for other students outside of the campus. Parking should be open to all students since it is an afterschool program.

People:

- Who is your customer?
 - Entertaining Pens' customers are young girls looking to enhance their writing abilities. This can be specific to high school, or 12–18-year-olds.
- Who could be your customer?
 - Entertaining Pens could expand its customer base to adults out of high school and offer certifications in writing provided that the program has enough funding.
- What marketing methods could be used to reach each of these audiences?
 - Social media promotion will be important for the younger audience base. Apps/websites like Instagram, Youtube, Twitter, and Tiktok will help spread the organization's mission. For an older audience, if the program would be able to expand to them, local commercials on TV and radio might be useful.

Positioning/Branding

- What else in the area might be in competition for the same people's time?
 - Universities may offer similar classes (for those just looking to take one class and not obtain a degree). Other high schools in the county may offer creative writing courses or clubs as well.
- How can you make your program stand out?
 - Our program stands out because it is not attached to a specific school's curriculum, meaning that a student attending any school can enroll in the program.
- Do you have a program that is truly unique and meaningful?
 - Yes. Another reason why it stands out is its selection of teachers. The program will specifically reach out to local writers in the area. Also, the program offers several types of writing (novel writing, screenwriting, and video game writing) that may not be available to students elsewhere.

Promotion:

- What do you need to say about your organization/program? What story can you tell?
 - The organization needs to emphasize the significance of fostering young talent. This is especially true for young girls who are hesitant to represent themselves in male-dominated spaces. Entertaining Pens can use their teachers, who might be women or

non-binary, as real-life examples of people making themselves heard in industries unwilling to listen.

- What key messages do you need to share to engage current/future customers?
 - Diversity is important because it authentically represents reality. Oftentimes, when an artist or writer creates something based on the perspective of someone they do not understand, they may get it wrong. Entertaining Pens advocates for spaces for young girls to freely create and collaborate.
- How can you collect data to tell you what was most/least effective in getting the word out about your program?
 - At the beginning and end of each class, the organization can hand out surveys to students or parents participating in the program that asks how they found out about the organization.

Marketing Strategies

Identify at least 3 key methods you can use to market your program. Please feel free to list more. (Erase the samples before submitting. If you use these same types, be sure to update responses to your own words.)

Strategy 1: Social Media Sponsored Posts (Facebook/Instagram/Twitter)

- **What will you do?** Create social media accounts and post about our upcoming semester of after-school classes. These ads will run while registration is open.
- **Why?** Attract more students and parents in the area.
- **How? What resources do you need?** We will use free design programs like Canva and an allocated amount of the budget to fund the ad placement (likely \$5-\$30). This will be assigned to the marketing manager and the marketing intern.
- **How will you track the impact of this method?** The marketing manager and the marketing intern will work together to track analytics on social media and run surveys on those who have registered to see how they found out about the program.

Strategy 2: Local Commercials on TV and Radio

- **What will you do?** Run brief commercials on TV and radio detailing the programs.
- **Why?** Alert parents of prospective students that there is an upcoming afterschool program that may suit their child.
- **How? What resources do you need?** The marketing manager will need to hire a voice actor to read out the lines. The marketing manager will write the commercials and work with the marketing intern to design the graphics.
- **How will you track the impact of this method?** The registration form will include this marketing method as one of the options under the question "How did you hear about us?" at the end of the form.

Strategy 3: Ad in Print

- **What will you do?** Purchase an ad in the local newspaper or local magazine.
- **Why?** We will be able to showcase the program to parents who are interested in enrolling their children in a creative writing program.
- **How? What resources do you need?** The marketing manager and marketing intern will work together to design an ad fit for the local newspaper or magazine. Of course, they will need a free program like Canva to save on costs, but they will also reach out to local newspapers and magazines to see what placement will work best.
- **How will you track the impact of this method?** The marketing manager will be in contact with the local newspaper and local magazines to see how many copies have been sold. Then, the marketing manager will refer to the responses on the registration form to see how many parents or students found out about the organization via these print ads.