



N.C. Department of Transportation

How to write a marketing plan

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Why Write a Plan

- Provides focus, helps set priorities.
- Provides a sense of order and control.
- Helps get support for activities.
- Protects against last-minute, seat-of-the-pants demands.
- Prevents you from feeling overwhelmed.





What are the components of a good marketing plan?

Situation Overview

- Brief description of subject/issue.

Goal

- What you want to achieve.

Audiences

- If there are various groups, explain who they are, how they are impacted, why this information is important to them.

Key Message(s)

- Develop key themes you wish to communicate in all materials.





What are the components of a good marketing plan (continued)?

Strategy

- High level goals.

Tactics

- Which communications tools are most effective to achieve your ultimate goal? Which audiences will respond to these various tactics?

Budget

- What will it cost?

Timeline

- When will each tactic be implemented? Who is responsible? What steps are necessary to achieve success?





Situation Overview

Defines the environment that created the need for a marketing plan.

- New idea, information or situation.
- Problem that must be addressed.
- Behavior of targeted groups needs to change/influence.





Goals

- What you hope to accomplish.
- Goals should be defined.
- Focuses communications efforts.
- Must be measurable.





Audiences

- How are the audiences different?
- How do various audiences receive information?
- Offers the opportunity to identify very specific tools to reach very specific groups.





Key Messages

- The fewer, the better.
- Must be very, very brief. No technical references.
- What message is MOST important for key audiences to remember.
- Should be included in all communications efforts.





Strategy

- High-level view of what will take place.
- Explains the thinking behind the tactics.
- Demonstrates critical thinking.





Tactics

- List of various communications tools that will be utilized.
- Each tool should be described.
- If various audiences are listed in the plan, each tactic should reference which audience it should reach.
- If multiple people are working on the project (or multiple offices) the lead person for each tactic should be listed.





Tactics

- Press Releases
- PowerPoint
- Events
- Speeches
- Facebook
- Twitter
- Video
- Posters
- Flyers
- Brochures
- Public Meetings
- Press Briefing
- Op-eds
- Letters to the Editor
- Radio
- TV
- Blogs
- Web page
- Direct Mail
- Open Source
- Group/Community Outreach
- Other





Timeline

- Works best if all steps for each tactic are included.
- List by month and break out milestones.
- Include annual events, even if just for reference.
- If you do not have a firm “due date” estimate and include.





Tips for Success

- Always keep the goal in mind.
- If a tactic does not show a clear connection to the goal, it may not be an effective tactic for this issue.
- Work with others to come up with ideas. Every idea has merit – weigh the positives and negatives with those who know less about the topic to get feedback.
- Set deadlines that are achievable.
- Get approval from all involved.





Questions?

