



The **MARKETING COMMITTEE** is comprised of board members who are most familiar with the approaches of marketing. The Marketing Committee provides direction and oversight on consistent and active communication strategies to all stakeholders for the purpose of program messaging, fundraising, awareness, and branding.

The board members who participate in the Marketing Committee are responsible to:

1. Provide direction on objectives, positioning within the community, desired branding methods, and available resources to implement the committee's strategies/goals.
2. Provide positioning within the community
3. Provide desired branding methods
4. Provide available resources to implement marketing
5. Evaluate marketing effectiveness
6. Facilitate discussions about marketing priorities for the organization.

It is the CEO's responsibility to take the Marketing Committee's strategies/goals, and implement them operationally as seen fit within the duties of the bylaws, budget, contracts, and/or grants. Furthermore, the CEO and staff handles public relations, communications, advancement and external affairs -- the many functions that promote the organization's mission.

NOTES

- Current efforts include: WIX Website, Facebook for GIF/NM920/FM, Twitter, Instagram, LinkedIn, HTR, City Website, Mailing, limited posters, CRM/email
- Future considerations: Paid staff/professionals, interns in the interim (managing interns/productivity/turnover)
- Securing sponsors will help support additional marketing goals and objectives

| Method | Q1 | Q2 | Q3 | Q4 |
|---------------------|--|---|---|--|
| PRINT | <ul style="list-style-type: none"> Finalize Annual Report Program Brochure Letter head, thank you notes, post cards Press Releases | <ul style="list-style-type: none"> 50 Posters 50 Yard Signs Bumper Stickers 2500 Rack Cards Press Release | <ul style="list-style-type: none"> 50 Posters 50 Yard Signs Bumper Stickers Press Release 2500 Rack Card | <ul style="list-style-type: none"> Begin Annual Report Newspaper Promotion |
| TV/RADIO | <ul style="list-style-type: none"> Additional Radio for other events (Be My Guest, Morning Show, paid media) | <ul style="list-style-type: none"> Channel 5 Lisa Malek Additional Radio for other events (Be My Guest, Morning Show, paid media) Radio promotions | <ul style="list-style-type: none"> TV Promotions Additional Radio for other events (Be My Guest, Morning Show, paid media) Radio Promotions | <ul style="list-style-type: none"> Additional Radio for other events (Be My Guest, Morning Show, paid media) Radio Promotions |
| SOCIAL MEDIA | <ul style="list-style-type: none"> Coffee on the Coast Canva Advertisements for Activities/Programs/Events Facebook Events | <ul style="list-style-type: none"> Chamber Think.Love.Play Think.Love.Play video Facebook Events Social Media Promotion Coffee on the Coast | <ul style="list-style-type: none"> Begin Annual Fundraising Campaign Facebook Events Social Media Promotion Coffee on the Coast | <ul style="list-style-type: none"> Launch Annual Fundraising Campaign Facebook Events Social Media Promotion Coffee on the Coast |
| WEB | <ul style="list-style-type: none"> Optimize Website for Social Media Freshen up page | <ul style="list-style-type: none"> Update Web with Event times/dates Update peer and partner sites (state, city, national market association, ADRC) Placement of sponsor logos | <ul style="list-style-type: none"> Update Web with time/dates Update peer and partner sites (state, city, national market association, ADRC) Placement of sponsor logos | <ul style="list-style-type: none"> Update Web with time/dates Update peer and partner sites (state, city, national market association, ADRC) Placement of sponsor logos |
| MISC | <ul style="list-style-type: none"> Billboards Develop marketing packet to Market Vendors (posters/flyers) Info Booth Community Outreach | <ul style="list-style-type: none"> Billboards Provide marketing packet to Market Vendors (training) 4 Small "Presented By" Sponsor Banners "Presented By" Market T-shirts 2500 Market Bags Info Booth Community Outreach | <ul style="list-style-type: none"> Billboards Provide marketing packet to Market Vendors (training) Info Booth Community Outreach | <ul style="list-style-type: none"> Billboards Info Booth Community Outreach |
| EMAIL | <ul style="list-style-type: none"> Newsletter Share programing with multiple outlets (MPSD, Human Resource Council, Parks/Rec, HTR) Tuesday Tidbits | <ul style="list-style-type: none"> E-Newsletter Share programing with multiple outlets (MPSD, Human Resource Council, Parks/Rec, HTR) Tuesday Tidbits | <ul style="list-style-type: none"> E-Newsletter Share programing with multiple outlets (MPSD, Human Resource Council, Parks/Rec, HTR) Tuesday Tidbits Draft CRM/Network for Good Annual Campaign (To include Print/Mail Campaign) | <ul style="list-style-type: none"> E-Newsletter Share programing with multiple outlets (MPSD, Human Resource Council, Parks/Rec, HTR) Send CRM/Network for Good Annual Campaign (To include Print/Mail Campaign) Tuesday Tidbits |