

**Marketing Strategy**

This rubric is designed to help direct your steps as you develop a marketing plan for your site. To achieve the best results as you utilize this resource, work through the rubric from left to right according to the following steps:

1. Identify the problem that your site is trying to solve.
2. Own the goal of your marketing plan strategy that is associated with the identified problem. If appropriate, set numerical goals that solve the problem. Be specific in this step because it will clarify the remaining steps and make your efforts more targeted.
3. Of the channels associated with the goal, determine which one(s) align most effectively with your site culture and processes. Determine what resources and materials you need to make your marketing efforts as impactful as possible.
4. Set specific dates and an appropriate frequency of marketing initiatives to solve the identified problem. Identify the target audience for each initiative.
5. Create your marketing campaign(s) with the messaging associated with the identified problem. Use language that speaks to your target audience.

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| **PROBLEM** | **GOAL** | **CHANNELS** | **TIMING** | **MESSAGE** |
| Not on people’s radars | Creating Church Wide and Community Awareness | Weekend/ Event Promotion: Strategic announcement from a stage, screen, or lobby in multiple settings | Weekly | We exist |
| Not enough interest or leads to follow up with | Generating Leads | Capturing follow up information (through technology or paper) from a strategic announcement/ event  | Weekly to Monthly | We are a good option |
| Students are interested, but not moving towards enrollment | Taking Leads to Enrollment | Preview Events and Campus/ Site Tours  | QuarterlyStrategic Times: August-October, January-March | We are the right option for you |
| Parents and students are hesitant or paralyzed in the process | Moving Students and Parents Through the Enrollment Process by Answering Questions | Website FAQInformation meeting about specific topics (example: Financial Aid, Grants, and Scholarships) | QuarterlyStrategic Times: October-December, March-July | We are here for you |
| Site feels stagnant  | Creating Excitement and/or Momentum | Student Experience Update, Chapel, Lobby, Introduce something new, Staff Meeting | Once a Semester or As Needed | We are growing |
| The perception/ message of your site needs to change | Clarifying the outcomes and the target audience  | Staff Meeting, Marketing (Graphics, Shirts, Signage), Weekend Presence/ Video, Social Media | As Needed | We are adapting |
| Lack of Social Media Following and Impact | Increasing Social Media Engagement | Social Media, Chapel, Student Experience | As Needed | We are worth following |
| People feel out of the loop. | Improving Our Communication to Update Current Students and Parents | Chapel, Email, Blog, Group Chat, and/or Social Media | Monthly to Bi-MonthlyStrategic Times: August-December, January to May | We want everyone to be informed |
| Students feeling overlooked or undervalued | Celebrating Students/Site Success | Weekend Video/Interview, Email, Website, Church Leadership Presence, Social Media | Weekly to MonthlyStrategic Times: Graduation Time -December, April | We are winning |
| Student culture and excitement is in decline | Increasing Student Buy-In and Satisfaction | Student Experience, Practicum, Quality Adjunct Professors, Surveys | Monthly to Bi-Monthly | You are important |
| Church Leadership doesn’t seem to value the SEU program as highly as they once did | Connecting Church Leadership to the Vision | Staff Meetings, Emails, Invitations for Leadership to Participate in Student Experience, Successful Practicum | Monthly to Bi-Monthly or As Needed | This is important |

**Next Step: Build Your Marketing Plan**

Now that you have identified the problem(s) you want to solve for your site, as well as the framework for your marketing efforts to solve this problem, it’s time to create your marketing plan. Download the **Marketing Plan Template** and fill in the blanks as appropriate. For your convenience, much of the template is “point-and-click” from drop-down lists. If an item does not have a drop-down list, simply fill in the blank with the relevant information for your site. A **sample plan** has been created to provide additional assistance as you build your plan.

Happy marketing!

