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Creating Tobacco-Free Generations

## Strategic Communications

Student Session 2  
CCTPI Spring Workshop  
February 27, 2009

**B** TheBACCHUSNetwork  
Supporting a Healthier Campus Environment  
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## Marketing Plans

- Help you know your market
- Help you know your benefits / shortcomings
- Help you strategize your outreach
- Should be adapted as goals change

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## Step 1

- **Conduct an internal assessment of your program**
- Decide what you offer currently and hope to offer
- What are your strengths / weaknesses?
- Why are you doing this?

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## Step 2

- **Define your group's remarkable and unique benefit for audiences**
- Take what you learned in Step 1 and zero in on key elements
- Why should people listen to you?

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## Step 3

- **Identify market needs / desires that your program seeks to fulfill**
- In this case, the need you will fulfill is creating a healthier campus and limiting exposure to SHS

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## Step 4

- **Articulate your program's mission and vision**
- Within your task force and/or peer ed group, determine your mission and vision for "success"

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## Step 5

- **Define measurable goals that advance your mission and vision**
- Develop SMART goals for communicating your message
- Remember to talk about the **WHY** before the **WHAT**

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## Step 6

- **Identify target audience / customer segments and detail their needs, desires, relevant habits and behaviors, communication preferences and core values**
- Who are you trying to reach at different times?
- Talk to them; get to know them!

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## Step 7

- **Determine key messages that are critical to motivate action by target audience segments**
- What will resonate with your audience?
- What will encourage them to sign a petition, support your policy?

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## Step 8

- **Select marketing tactics and tools**
- (We will practice this shortly)
- Pick the right tactics for the appropriate audience (students, faculty, staff, graduate students, alumni, etc)

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## Step 9

- **Establish a calendar/timeline and budget for plan implementation**
- Estimate--realistically--the total cost (time & money) for your plan
- How many people will be required?
- What will give the most bang-for-the-buck?

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## Step 10

- **Define measures of success, evaluate, and adjust outreach**
- How will you know if it worked?
- What can be altered to be more "on target"?
- How can you build on your success? (Policy change is about momentum)

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## Activity

- Split into groups
- Each group gets an envelope with a sample situation and 40 activity cards
- For each year (1 - 3), create a marketing plan of up to 200 points
- Create a chronological order
- Report out to large group at end



## Report Out

- Briefly describe your situation
- Discuss your activities, target audiences, and timeline
- How will you apply this to your campus?

