

Developing an Online Marketing Plan' Guidelines

Introduction

Online marketing, like any marketing, requires a plan. A solid plan does the following:

- Identifies where you are going so you can stay on track
- Helps you communicate your goals to donors, sponsors, volunteers, etc.
- Motivates you to keep going until you reach your goals
- Ensures that you align, integrate, innovate, and track

Sections of a Plan

Your plan might include the following sections:

- Mission Statement
- Audience Profiles
- Audience Needs
- Goals
- Implementation

Mission Statement

What is your mission? What does your organization hope to accomplish? A mission statement is a concise summary of your program's reason for being.

Audience Profiles

Who are your target audiences? Describe their characteristics.

- Primary audience -- people whose lives are changed through your work
- Supporting audiences -- volunteers, donors, sponsors, and others

Audience Needs

What do your audiences value? What do they want? How can you help them get it?

Goals

What results do you want to achieve? How will you measure results to know if you have achieved your goals?

Implementation

What steps do you need to take to achieve your goals? What technologies do you need to put in place to accomplish your mission and goals? What are you already doing that you can adapt to online delivery?

Keep in Mind

You may use your general marketing plan as the foundation for developing your online marketing plan.