

***APICS - Danbury Chapter #242***  
***Marketing Plan***  
***2010 - 2011***

## INTRODUCTION

The following Marketing Plan is intended to present a functional plan based on and in support of our Strategic Plans, Vision Statement, Mission Statement and Strategic Objectives. We will be developing the tactical actions required to achieve the objectives.

This will be a living breathing document that will evolve and change based on the results of the tactics. Specifically, if the first tactic isn't successful we will keep trying until we find the right approach. In the past two years all businesses have had to re-evaluate their current business models and strategies and make adjustments to be successful in the new economy. We / APICS will also have to take look at our own value proposition and adjust to the changing needs of our customers. We have the continued opportunity to provide an educational foundation to support the changing needs of our customers supply chain operations.

Following are the Goals, Objectives and Strategies as laid out in the **Strategic Plan – Thank you Mr. Rothen for this document**. We will be developing the proposed tools and tactics to be utilized to achieve the Goals, Objectives and Strategies below.

### Marketing and Public Relations – Strategic Plan

#### i) Goals

- (1) Plan joint meetings with other professional organizations at least once per program year.
- (2) Increase Market base of prospective companies by twenty five (25) by Feb 2011
- (3) Make voice or personal contact with twenty (20) new companies by June 2011

#### ii) Objectives:

- (1) Develop and enhance the image of the Danbury Chapter of APICS within the local business community, academia and the general public as a trusted advisor and educator in their ongoing success.

- (2) Enlist a small business Marketing Contact Services agency to assist in automating our direct marketing campaign, manage client lists and facilitate client relationship management.
- (3) Actively market APICS education and membership, and the relative value proposition and benefits.

**iii) Strategies:**

- (1) Vice President of **Marketing** will maintain a marketing plan with emphasis on public relations within the community and promotions to improve chapter recognition.
- (2) Vice President of **Publicity** shall maintain an e-mail list of members so that the chapter newsletter and reminders of courses, seminars, workshops and professional development meetings may be sent.
- (3) Proactively develop a “One to One” Marketing campaign to market to the individual needs of our business segments while maintaining a “One to Many” delivery structure.
- (4) Actively reach out to newspapers, radio stations and home mailers to announce chapter activities.
- (5) Solicit members to submit articles for the newsletters.

**Proposed Tools and tactics to be utilized:**

- 1. Introduce Social Media** to facilitate collaboration and networking
  - a. Create a LinkedIn Group for the Danbury APICS Chapter** with the specific objective of being a site to share and collaborate on solutions to critical common Supply Chain issues ie. S.&O.P., Strategic Sourcing, etc.
    - i.** This will help show and demonstrate the value proposition that APICS education and certification has to offer.
    - ii.** This could also be a Publication Opportunity
    - iii.** Supply Chain Maturity Assessments
  - b. Face Book** – enlist a student member or student group to drive this project
- 2. Execute Survey** as early as possible **or create a separate survey** to specifically focus on capturing the *current challenges that each company is focusing on today*. The identified challenges could be used by the LinkedIn Group to collaborate on and develop potential solutions.
- 3. Utilize Constant Contact**
  - a.** Data base for Members active and non active
  - b.** Data base for e-mailing News Letters
  - c.** Data base for future potential customers
  - d.** News letter creation and scheduling

- e. Survey Tool
- 4. Webinars** – Utilize on demand and live webinars to create flexibility and increase potential knowledge transfer and net working.

**Notes / Comments**