



ATTACHMENT

Operational Plan.docx

| Upcoming marketing strategies | | | | | |
|--|---|-------------------------|---------------------------------|---|--|
| Strategies | Actions | Timelines | Who | Resources needed | Performance indicators |
| Conduct market research to better understand client demographics | Member survey | By mid-20XX | Business Development Specialist | Staff time Survey monkey | We find out more about who our clients are and target potential clients to increase our customer base. |
| Developing marketing campaigns to promote our services | Blogs Social media Articles for local media Radio advertisements | Ongoing throughout year | Marketing strategist | Staff time \$25,000 marketing budget | Increase in sales volume |
| Public events | Undertake public events to raise organisational profile | Ongoing throughout year | Business Development Specialist | Staff time \$15,000 marketing budget | Increase in public awareness |
| Sponsorship | Provide sponsorship to raise organisational profile | Ongoing throughout year | Business Development Specialist | Staff time \$25,000 marketing budget | Increase in public awareness |
| Sales campaigns | Use specials to increase sales volume | Each quarter | Marketing strategist | Staff time | Increase in sales volume |