



Sample Marketing Plan

AAUW Sample Branch

This sample is geared towards a branch looking to build a relationship with area colleges and universities. Keep this in mind as you read the examples given. The individual goal of each branch will determine the direction of its marketing plan.

I. Description of the Target Market

- A. Identify key characteristics of your target market.
 - 1. Individuals: age, sex, profession, income level, educational level and residence
 - 2. Organizations: membership, mission, geographic area, etc.
- B. **Example:** AAUW Sample branch will target area colleges and universities for partnership in programming during the coming year. Our target market includes all colleges, universities and community colleges in the county.

II. Description of Competitors

- A. Identify your competitors (focus on competitors for your target market) and outline:
 - 1. Market research data
 - 2. Demand for product or service
 - 3. Nearest direct and indirect competitors
 - 4. Strengths and weaknesses of competitors
 - 5. Assessment of how competitors businesses are doing
 - 6. Description of the unique features of your product or service
 - 7. Similarities and dissimilarities between your product or service and competitors
- B. **Example:** Our biggest “competitor” is Sample Organization. Having looked at their website, their membership demographic closely mirrors our own. In addition, their mission is very similar to our Public Policy positions and priorities.

Their strength is their name recognition and established network of coalition partners.

Their weakness is their falling membership, which decreases their resources to implement strong programming. Another weakness is an unwillingness of their leadership to welcome new coalition partners.

AAUW Sample Branch is able to provide strong position papers and research provided by the Association, which supports our mission-based programming locally. These position papers, paired with strong news releases issued by Association, which we are able to edit for local distribution, lend legitimacy to our efforts.

The Educational Foundation is a strong draw for students and faculty on campus. Our leadership training, at State Convention, Delta Lake and throughout the year provides personal development opportunities as well.

III. Description of Product or Service

- A. Emphasize special features, i.e., the selling points
- B. **Example:** Sample Branch provides programming on issues relating to equity for women and girls. Our programming theme for this year is “Education is the Gateway to Women’s Economic Security” based on the Association theme. Our branch has chosen to focus our programming efforts around the issue of Pay Equity in support of this theme.

AAUW Sample Branch provides programs of interest to students, faculty and staff that C/U would be able to host on campus with AAUW Sample Branch planning and publicizing the event.

IV. Marketing Budget

- A. Develop a realistic budget for achieving marketing goals.
 - 1. Advertising and promotional plan
 - 2. Costs allocated for advertising and promotions
 - 3. Advertising and promotional materials
 - 4. List of advertising media to be used and an estimate of cost for each medium
- B. **Example:** Sample Branch will be sending out a marketing packet to area C/U with an invitation to attend a round table in the Fall. The round table will seek to build relationships with key personnel on campus with a goal of developing joint programming.

Costs associated with this effort include copying, postage, phone calling and parking (meetings on campus).

We will be using the promotional material provided by AAUW NYS Board (brochure, poster, bookmark) as well as our own membership application and programming flyers.

Item	Cost
Folders – marketing packet	\$xx
Membership Application – copies	\$xx
Program flyers – copies	\$xx
Postage – mailing marketing packet	\$xx
Phone calls – follow-up to mailing	\$xx
Parking – campus parking during meeting	\$xx