

*Marketing Plan*  
For  
*Leadership Protocol Institute*  
By



Goal of the plan: Recommend action steps to fulfill concrete marketing goals.

## **Picture of Success Goals**

Over the next three months...

1. Be included in the next academic calendar for five schools or universities.
2. Make useful contacts at Greenwood Christian Academy and have a workshop in their spring semester.
3. Give a workshop for graduating seniors through IFHS.
4. Become accepted to teach a class for SEEK in fall 2008.
5. Gain three clients from other sources.

## **Brand Positioning Statements**

In every interaction with the following customer groups, you fulfill the brand positioning statement. Consider how well you are communicating these ideas every time you encounter a customer group. The statements represent the goals and motivations of the customer groups.

### *Elementary and Middle Schools*

Increase classroom productivity by improving students' behavior. They will learn the importance of practicing good manners and respecting others through fun, interactive workshops tailored for individual grade levels.

### *Homeschool Educational Groups*

#### *Parents and Leadership*

You began homeschooling to give your children a superior education and teach them traditional values. Learning to practice manners, etiquette and civility will help your graduates to display their skills confidently and get into college or get that first job.

#### *High School Juniors and Seniors*

Be confident about getting into college or getting your first job. Learn how to use manners, etiquette and civility to display your unique skills and qualifications during interviews, essays, phone conversations and meetings.

### *Universities and College Students*

Advance your professional potential by being unique and confident in every business and social situation. Learn to use manners, etiquette and civility to your advantage.

### *Daycare Operations*

#### *Corporate-Sponsored*

Add value to your employee benefits by offering fun protocol and etiquette workshops in your daycare center. Children will learn the importance of manners and respecting others through interactive, age-appropriate classes. Today's children are tomorrow's professionals. Give them a head start to success.

#### *Large Operations*

Distinguish your daycare center by improving children's behavior. Children will learn manners, etiquette and respect for others through fun, interactive workshops tailored for each age group. Parents will love how well-behaved their children grow while in your care, and the results will benefit your business.

*In-Home Operations*

Enjoy a better-behaved daycare center by signing up for an etiquette workshop with the Leadership Protocol Institute. Bobbi Graves will teach children the importance of manners and respecting others through fun, interactive workshops tailored for each age group. Parents will love how well-behaved their children grow while in your care-- and so will you!

## **Recommended Marketing Activities**

### *Elementary and Middle Schools*

#### Initial Contact

Mail a letter and flyer to each decision maker at all target schools. Follow-up two weeks after send date with a phone call. First, you will need a list of all public and private elementary and middle schools in your target area. Then, determine what steps would be needed in each school to allow a workshop and find the name address and phone number for each decision maker in each school.

#### Interview

Upon receiving or making a customer call, arrange an interview within the next week to further explain your services. Give decision makers a presentation; at the end of which, present them with a proposal. Try to get them to sign the contract then and place a deposit. If signing is not possible that day, leave the proposal with them. Place a follow-up call one week later.

#### Scheduling

After receiving your deposit, arrange to be on the academic calendar. Once the dates are set, ensure all relevant school materials have been updated.

#### Workshop

Do a great job! Keep the workshop friendly and fun with high levels of student participation. Teach by humor, such as having an unmannerly skunk who makes many social faux pas. For all workshops across all customer groups, have a "Workshop Kit" that includes everything you need for the event, such as power cables, utensils, paper, pencils, handouts, etc. By having these things in one place, you not have to rush around the day of the workshop making sure you have all your materials.

#### Follow-up

One week after the workshop, send a thank-you note to all those involved in the decision to hire you and anyone who helped you the day of the workshop. Remind them you can come back next year.

### *Homeschool Educational Groups*

#### Initial Contact

Mail a letter and personally contact Linda with IFHS and the Leadership team with SEEK. Converse with them about the importance of protocol and etiquette to graduating seniors and make sure to listen to their responses. Try to set up a lunch or tea date to talk about how you can help them.

### Interview

Talk about what the students would learn from the workshop and how it would benefit them in searching for a job or being accepted to college. Bring a proposal and contract and ensure the decision maker knows you will handle all of the details. They just have to say, "Yes!" and make the announcement to the parents and students. Of course, make sure to pay for the lunch or tea.

### Scheduling and Publicity

Once an agreement is reached to engage your services, set a date and time for the workshop or class. Provide the decision maker with an email template to send out to potential participants and their parents. It is important to get the decision maker's official stamp of approval, as the workshop participants likely trust her judgment. Follow-up with your own invitation to the event after you get a mailing list from the decision maker. Detail how much the event costs, and make it easy to pay. Ask them to RSVP and send payment no later than two weeks before the event.

### Workshop

Try to work with the group to get a free room for the workshop. Make sure each participant has materials to take home. Bring extra just in case people show up who did not RSVP. Collect checks from them before starting the workshop.

### Follow-up

Contact the decision maker, and tell her how well the workshop went. Encourage the participants to let the group know how they enjoyed the workshop. If there will be a new leader for the group next year, have the decision maker put you in contact with her. Present her with a plan to include the workshop in next year's fees. That way, you will get paid up front.

## *Universities and College Students*

### Initial Contact

Mail a letter and flyer to each decision maker at all target schools. Follow up two weeks after send date with a phone call. First, you will need a list of all universities and colleges in your target area, decide which groups at each school would be interested in hosting a workshop and find the name, address and phone number of the decision makers within each group.

### Interview

Upon receiving or making a customer call, arrange an interview within the next week to further explain your services. Try to ensure all decision-making parties will be present at the meeting. Bring handouts for each person. Prepare a professional presentation using brand positioning statements. Bring a proposal that includes specific workshop options and pricing, and try to make the sale during the meeting.

### Campus Publicity

Distribute flyers around campus to promote the event and ask for RSVPs no later than one week before the event. Have the sponsoring group send a campus-wide email promoting the event. Ensure your event is on the online calendar of activities. Ask the sponsoring group if they can obtain any kind of credit to be given to participants. For instance, U of I students need to collect Lecture Performance credits to graduate.

### Workshop

Work with the sponsoring group to get a room that will accommodate your needs. It needs to be large enough, convenient for students, have tables instead of desks, etc. Each participant needs handouts.

### Follow-up

One week after the event, send thank you notes to those in the sponsoring group along with any volunteers who helped you during the workshop. If the sponsoring group has a rotating leadership, get to know the new decision makers. Ask to schedule more events for the upcoming semesters. Also ask if they know of any other campus groups that would be interested in your services.

## *Daycare Operations*

### *Corporate-Sponsored*

#### Initial Contact

Locate companies in your target area that offer daycare for their employee's children. Determine who is in charge of the daycare, and send them a letter and flyer. Follow up with a phone call in two weeks.

#### Interview

Bring a professional presentation to the interview that addresses the brand positioning statement for corporate-sponsored daycare centers. Professionalism is important to these decision-makers. Also bring materials from the workshop that shows what you do and how you do it. Offer them the proposal and encourage them to sign you up right away.

#### Scheduling and Publicity

For these groups, try to spread out the workshop material over several weeks. For instance, have a one-hour, one day a week session for 10 weeks. That way the company can sell the workshop as an ongoing class. Provide the company with a press release they can use to promote the workshop to employees as a unique benefit they receive from their company.

#### Follow Up

Offer to give the workshops again every six months, or in whatever interval is best for the company.

## *Large Operations*

### Initial Contact

Locate all the daycare operations in your target area. Find the names, addresses and phone numbers of the decision-makers for the company. Mail a letter and a flyer to each of them. Follow up with a phone call in two weeks.

### Interview

Upon receiving or making a customer call, arrange an interview within the next week to further explain your services. Bring the materials for the children's workshops with you to show how fun and interactive the workshops are. Also bring a proposal with clear pricing and options. Remember that the daycare is going to sell your service as an added bonus to parents.

### Scheduling and Publicity

For these groups, try to spread out the workshop material over several weeks. For instance, have a one-hour, one day a week session for 10 weeks. That way the daycare center can sell the workshop as an ongoing class. Provide the daycare with materials they can use to promote the workshop to parents as something special about their business.

### Follow Up

Offer to give the workshops again every six months, or in whatever interval is best for the daycare center.

## *In-Home Operations*

### Initial Contact

Call the people you know who have daycare operations. See if they are interested. People with in-home daycare operations usually do it for extra money, so they may not have money to spare on workshops.

## *Public Relations*

### Newspaper Articles

Regularly publishing articles in the *Daily Journal* and other publications will be great exposure for your services as long as you write to your customer groups. In each article, you should write to one specific customer group using that group's Brand Positioning Statement. Use topics like, "Increasing classroom productivity through better manners" or "Being polite can get you into college."

### Volunteering in the Community

Besides being charitable, volunteering in the community can be inexpensive marketing. Give free mini-workshops to organizations that influence your target customer groups. Is the school principal's daughter a Girl Scout? Teach the troop phone manners and send them home with flyers. Many social homeschool



groups like WRHE have connections to SEEK and IFHS. Consider how you could volunteer for those groups in pursuit of gaining business from the educational homeschool groups.

### Personal Presentation

How you feel about your potential customers is a big factor in whether or not they will care about what you have to say. Think positively about customers and potential customers. If they are ignorant about etiquette or the need for etiquette, that is your fault, not theirs. Present yourself as an expert who realizes that people today are busier than ever and cannot always focus on protocol and etiquette. You will make it easy for them to practice etiquette as second nature.

### *Internet Marketing*

#### Website

People search the Internet for products and services more than ever before. You need a professional website that speaks to each customer group through the brand positioning statements. The copy needs to be well-written, concise and clear. There should be a section for each customer group as well as your blog, explanation about the pineapple logo and Bobbi Graves' professional biography. It would be a good idea to include a quotation about protocol and etiquette on each page.

#### Pay-per-Click Advertising

Potential customers find your website through search engines, like Google.com. The easiest and fastest way to get your website on Google is to pay for advertising. The advertising is inexpensive, and you can set a maximum allowable budget. You are only charged if someone clicks on your ad and visits your website. There needs to be ads for each customer group.

## **Future Opportunities**

Once operations are set in motion to fulfill your current goals, it is time to start looking towards future goals and opportunities.

Sports departments at Elementary, Middle and High Schools and Universities – Sports teams have larger budgets than other departments. Parents, coaches and administrators value good sportsmanship.

Further pursuit of daycare centers – Currently, there is not time to pursue these opportunities in-depth, but the market could be large. More time would have to be dedicated to developing the market.

Public and Private High Schools – This market shares elements of both the elementary school and homeschool customer groups, so many of the same activities and processes would be followed.