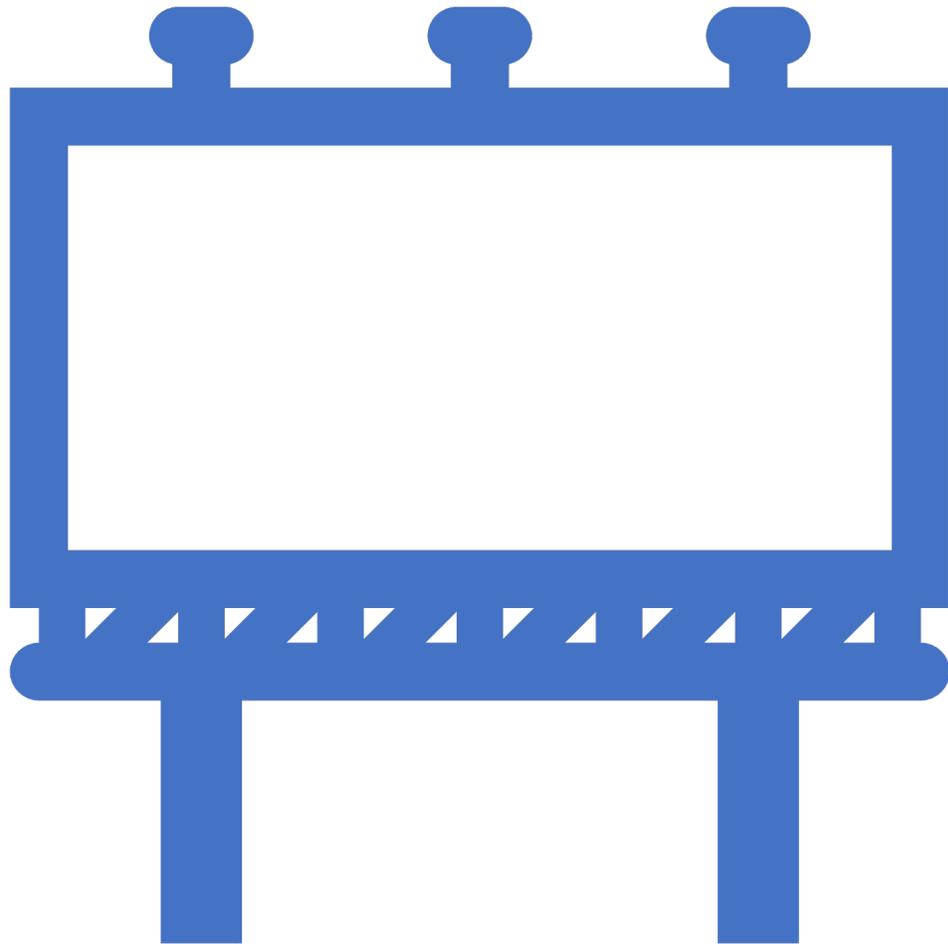


Using a Marketing Plan to Increase Community Knowledge of Urban Extension

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EXTENSION



Goals of this Presentation

- Defining what a marketing plan is and what it consists of
- Articulating the importance of marketing and its correlation with ensuring positive programmatic outcomes
- Providing examples of how a marketing plan can be leveraged within the context of urban extension



What is a marketing plan?

A blueprint/set of strategies to get your customer base (program participants, collaborators, local government) to use your service

- Marketing plans are not just for private industry
 - Outreach marketing helps you to build relationships with influential people and organizations that can get the word out about your brand and services to the people that need it the most
- Can be as expansive as your resources (time, staff, funding, etc.) allow



Why Is Marketing Urban Extension Important?

- **A marketing plan can help you with various aspects of your office/programmatic efforts**
 - It can be instrumental getting more community and governmental support
 - Effective marketing is also important for forging collaborative partnerships
- Allows you to be more proactive and intentional in sharing your impact
 - This is on the pathway to landing meaningful collaborations with nonprofits and community partners



Why is Marketing Urban Extension Important?

- Positively impacting program attendance/engagement
- Addressing a lack or absence of historical community context of Extension
- Clearly articulating the direct benefit to the community

“Extension is the best-kept secret!”



Benefits of Effective Marketing for Urban Extension



Proactively leveraging and managing your reputation (public perception)

"You can control the situation, or you can let the situation control you."



Gaining data and metrics about your target audiences

How can you effectively market without knowing who you're marketing to?



Earning/building trust amongst the community



Learning what works for connecting with your audience



Familiarizing yourself with the marketplace (i.e. competition, opportunities, etc.)

Expected Outcomes of an Effective Urban Extension Marketing Plan

familiarize the
community with
extension and services
offered

demonstrate impact
and benefits of
extension services
within communities

encourage partnerships
between extension and
local organizations and
communities

increase awareness of
extension services and
programs with local
government officials

justify increased
support of local
extension offices by city
and state governments

How Can I Get Started?



Tools of the Trade

- SMART Objectives
 - Timeline
 - Resource Assessment
 - Market Analysis
 - Value Proposition
 - Situational Analysis
 - Budget
-



Define Your Goals via SMART Objectives

ensuring they are specific, measurable, achievable, relevant/realistic, and time-bound

Example

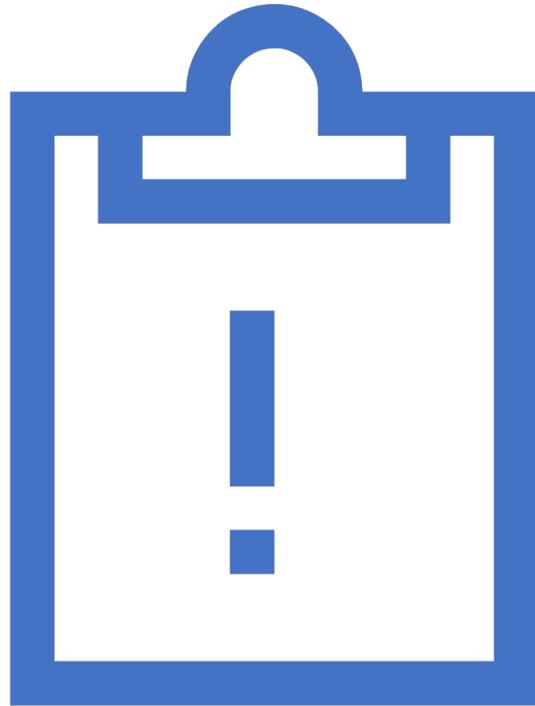
Specific: I'd like to spend more time practicing photography.

Measurable: I would like to go from shooting photos once a month to several times a week.

Achievable: I don't have a huge number of obligations right now.

Relevant: I want to be more intentional in documenting my travels and important events in my life.

Timely: I will practice at least 3 times a week for an hour through the end of August.



Create a Timeline

- Allows you to chronologically see your marketing plan over time
- Helps to organize projects and provides a clear schedule to follow
- Forces you to brainstorm and define your tactics moving forward
- **Pro-tip: Develop a marketing calendar**



Assess the Resources You Already Have!

Don't reinvent the wheel!

Items to Consider:

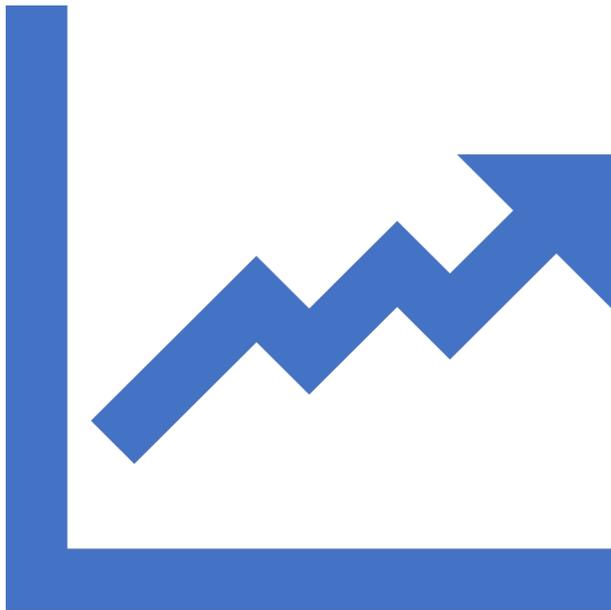
- University-specific marketing resources (templates, people power, etc.)
- Annual reports
- Updated websites
- White papers
- Previous marketing plans/notes regarding marketing efforts



Develop a Market Analysis

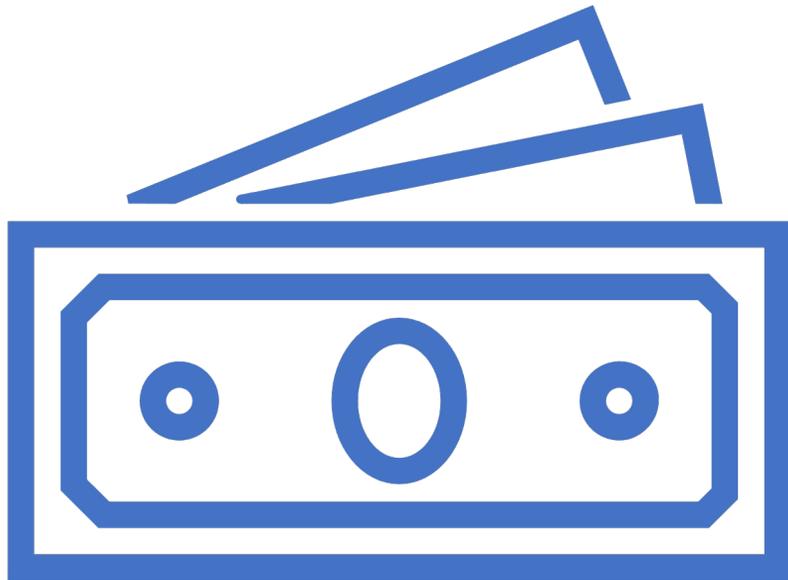
a detailed assessment of your business' target market and competitive landscape within a specific industry

- Allows you to project the success you can expect when introducing your branding and services to program recipients



Components of a Market Analysis

- Industry description and outlook
- A description of your target market and trends
- Analysis of key competitors
- Key success factors in your industry
- Projections
- Environmental Factors



Budget

How much money can you contribute to your promotional efforts? What is realistic for your respective marketing plan?

"Stopping advertising to save money is like stopping your watch to save time." — Henry Ford



What Happens After a Marketing Plan?



Evaluating your prior/on-going marketing efforts and making the necessary adjustments

This is not a one-shot deal; it is a cyclical process that will improve your message's impact over time



Collecting data

Actively surveying program recipients about how they learned of your extension office's services

Allows you to evaluate how many people are being reached through marketing efforts



Developing key messages (in line with your institutional and extension mission)

Aspirations



- Creating a template that will make this plan accessible to all levels of extension professionals (programmatically and administratively)
 - Navigating urban extension-specific considerations relevant to the development of this plan
- Testing the urban extension marketing plan over the course of a year to make additions and changes as necessary

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Thank You!



Any questions?

