

Marketing and Communications: Forming a Strategic Plan



CENTER FOR SENSORIMOTOR NEURAL ENGINEERING



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Resources are limited, so it's important to be strategic. Think through the “who”, “why” and “what” before the “how”.

- **Who** are you trying to reach?
- **Why** are you trying to reach them?
- **What** do you want to motivate them to do (or be aware of)?



Be clear about your Center's mission, vision, goals and priorities

- Marketing and communication goals should be in service of and support of these overarching Center goals.
 - Refer to written statements about your Center's mission
 - Talk to Center leadership
 - Attend leadership meetings and listen



Your Center's Unique Value Proposition (UVP)

- What does your Center bring to the marketplace that no one else does? (research your competition to find out)
- The UVP is not your tagline, it is a value statement that is at the heart of your marketing and communications
- An example UVP: *“The CSNE is developing revolutionary brain-computer interfaces that will responsibly restore two-way communication in the brain and spinal cord, helping people heal, feel and move again.”*



Goals, objectives, strategies and tactics

- **Goals:** broad, intangible, generally abstract
 - *Example: Aim to position the CSNE in our target audience's minds as one of the premier research organizations in the nation*
- **Objectives:** precise, tangible, measurable
 - *Example: Increase private donor support for the CSNE by \$X in 2016-17*
- **Strategies:** broad descriptions of **how** you will achieve goals and objectives
 - *Example: Leverage the power of media outlets that have a wider reach than the CSNE's own marcomm channels to communicate the Center's UVP to our target audiences*
- **Tactics:** specific descriptions of **how** you implement the strategies you define
 - *Example: Write, post and feature short articles on the CSNE website, highlighting different areas of the Center. Posts are tweeted-out and linked to on Twitter / Facebook, shared with UW News & Information and pitched as story ideas to reporters / media outlets that serve our target audiences.*



Work closely with your Center leadership to define these things:

- **Your audience(s):** “Who”, “Why”, “What”
- **The unique value your Center brings to the marketplace:**
Unique Value Proposition (UVP)
- **Your marketing and communications strategy:** The “How”, which includes goals, objectives, strategies and tactics

Engage your leadership....they need to own this with you, because their support and participation is critical to the success of your marcomm efforts!



Measure results:

- Capture markers that are directly tied to your strategic plan (goals, objectives, strategies and tactics)
 - *Examples: media placements, website/social media analytics, e-mail opens/clicks, event attendance*
- Measure at regular intervals
- Use metrics that you gather to help navigate future efforts and course-correct as needed



Stay flexible!

- Marcomm plans should be updated as-needed, according to the metrics that you gather and shifting Center goals.



Questions?

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