

# The Ultimate Marketing Toolkit

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Christian Camp and Conference Association  
2007

By

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# MARKETING

~~The process whereby the dynamics of Product, Price, Promotion and Distribution are planned directed and controlled to achieve symbiotic satisfaction of the wants needs and desires of the consumer and the organisation.~~

Professor T. R. Ash  
Harvard Business School

**The Consumer  
Is Not An Idiot  
She's Your Mother**



Every day she...

**FINDS OUT WHAT THEY NEED**

**AND**

**SATISFIES THIS NEED**



**WHO's NEED**  
**Target Market**

**FIND OUT WHAT THEY  
NEED AND THEN SATISFY THIS NEED**

**WHAT**  
**Their Need**

**HOW**  
**Your Strategy**

# Workshop Overview

THE WHO

Identify Target Markets

Parents



THE WHAT

Identify needs

Need to feel my child is safe



THE HOW

How we can satisfy  
How to tell them

Provide staff bio's

On the Web



Construct Marketing Plan

MARKETING OBJECTIVE:  
(What are we trying to do)

WHO are you talking to:

WHAT is the need:

HOW are we going to satisfy that need

HOW are we going to tell them

The Strategy:

Communication:

**Action plan** (what needs to be done,  
who needs to do it and by when)

Who

When

**Action plan** (what needs to be done,  
who needs to do it and by when)

Who

When

# Who Invented Marketing?

# Why 4 Gospels ???

- Matthew - for the Jews
- Mark - For the Gentiles
- Luke - The credible third party
- John - The love relationship

- Age
- Income
- Where they live
- Transportation they use
- Clothes they wear
- Family structure
- Their needs
- Their interests
- Their passions
- Hobbies
- Spiritual needs
- Struggles

THE WHO

# MARKETING PROCESS

PROFILE THE  
PAST ATTENDEES

# THE WHO

- Geographic - State, City, County, Zip
- Age - Children: 0-6 / 7-12 / 13-18. Adult: 10 year increments
- Gender
- Income - \$25,000 / \$50,000 / \$75,000 / \$100,000 / \$150,000+

## MARKETING PROCESS

PROFILE THE  
PAST ATTENDEES

LOOK FOR  
HIGHS & LOWs

# THE WHO

- Look for places that have high match to the profile
- Look for high statistics in your area
  - NACO.org (National Association of Counties)
  - Census.gov




GO

ADVANCED SEARCH

**About Counties** >

About NACo >

Conferences & Events >

Issues & Interest Areas >

County Resource Center >

News Room >

### About Counties

Home → About Counties → Data & Demographics

#### Average Number of Households and Household Incomes for North Carolina

County	1990 Population	1990 Households	1990 Average Household Income	2004 Population (estimate)	2004 Households (estimate)	2004 Average Household Income (estimate)
<a href="#">Alamance County</a>	108,213	42,652	\$ 33,333	138,462	51,291	\$ 57,797
<a href="#">Alexander County</a>	27,544	10,331	\$ 30,673	34,842	13,195	\$ 53,598
<a href="#">Alleghany County</a>	9,590	3,894	\$ 24,590	10,835	4,156	\$ 54,868
<a href="#">Anson County</a>	23,474	8,531	\$ 25,584	25,109	8,925	\$ 45,422
<a href="#">Ashe County</a>	22,209	8,848	\$ 23,669	25,224	10,608	\$ 43,185
<a href="#">Avery County</a>	14,867	5,520	\$ 26,502	17,786	6,590	\$ 58,695
<a href="#">Beaufort County</a>	42,283	16,157	\$ 28,133	45,794	17,868	\$ 47,744
<a href="#">Bertie County</a>	20,388	7,412	\$ 22,638	19,539	7,650	\$ 37,171
<a href="#">Bladen County</a>	28,663	10,760	\$ 25,067	33,007	12,947	\$ 55,918
<a href="#">Brunswick County</a>	50,985	20,069	\$ 29,700	84,575	33,679	\$ 46,887
<a href="#">Buncombe County</a>	174,821	70,802	\$ 32,160	215,680	84,696	\$ 60,840
<a href="#">Burke County</a>	75,744	29,184	\$ 29,845	89,466	33,752	\$ 51,125
<a href="#">Cabarrus County</a>	98,935	37,515	\$ 35,460	146,135	50,279	\$ 69,757

- >> Code of Ethics
- >> Codes & Ordinances
- >> **Data & Demographics**
- >> Find a County
- >> County Government Overview
- >> History of County Government

# MARKETING PROCESS



*THE WHAT*

RESEARCH

Ask an..... Expert

# MARKETING PROCESS



*THE WHAT*

RESEARCH

Interact... Walk

# MARKETING PROCESS



# THE WHAT

RESEARCH

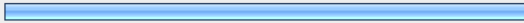
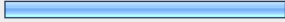


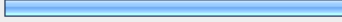


Interact.....Walk

Talk

- Online survey



1. Please select from the options below the statement that best describes your most recent camp experience.

		Response Percent	Response Count
I have been to camp at least once in the last five years as a camper		39.3%	576
I worked at a camp at least once in the last five years as a summer staff member		21.1%	309
I am a full-time camp staff member at a camp		6.1%	90
I have never been to camp before		1.4%	20
I have sent at least one of my children to camp in the last five years		25.6%	375
I went to camp when I was younger but don't send my child(ren) today		6.3%	92
I never went to camp and I don't send my child(ren) today		0.5%	7
		<i>answered question</i>	1465
		<i>skipped question</i>	0

# MARKETING PROCESS



# THE WHAT

## RESEARCH

Interact.....Walk

Talk

- Online survey
- Group Discussion
- One-on-one interviews

# MARKETING PROCESS



*THE WHAT*

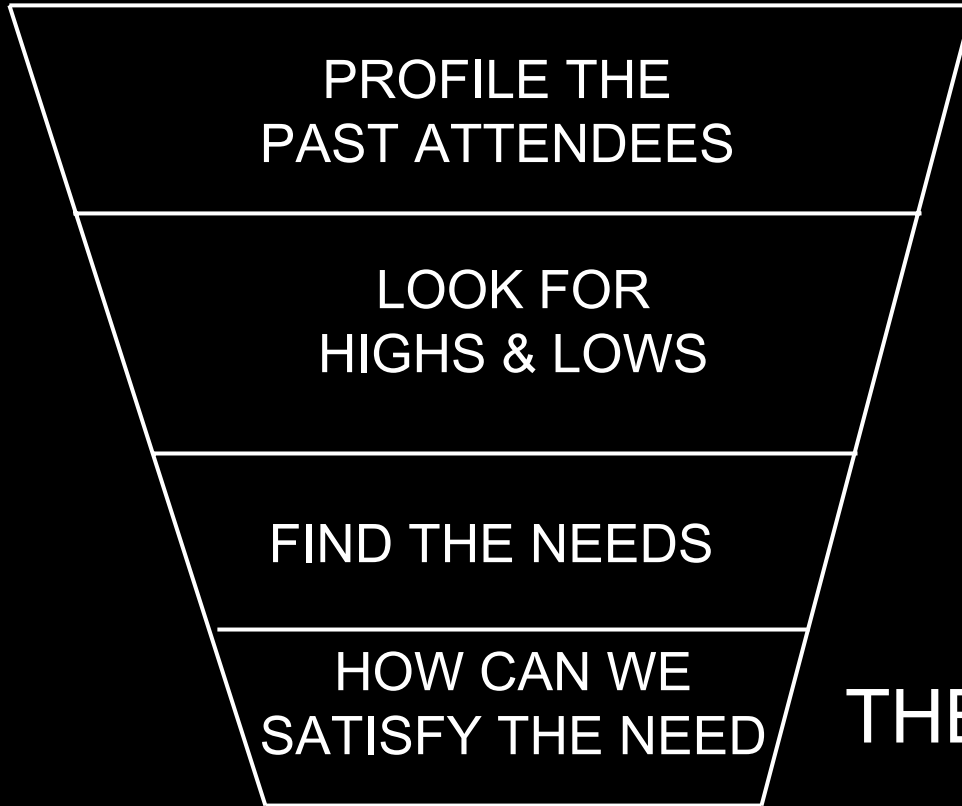
RESEARCH

Interact... Walk

Talk

Do (Test)

# MARKETING PROCESS



# THE HOW

## THE STRATEGY

What do we already have

What new things can we do

What can we do differently

# COMMUNICATION

How are we going to tell them?



# MARKETING PROCESS

PROFILE THE  
PAST ATTENDEES

LOOK FOR  
HIGHS & LOWS

FIND THE NEEDS

HOW CAN WE  
SATISFY THE NEED

HOW CAN WE  
TELL THEM

# THE HOW

## COMMUNICATION PLAN

- Get their attention
- Lead them to the details

# MARKETING PROCESS

PROFILE THE  
PAST ATTENDEES

LOOK FOR  
HIGHS & LOWS

FIND THE NEEDS

HOW CAN WE  
SATISFY THE NEED

HOW CAN WE  
TELL THEM

# THE HOW

## MEDIA

- Where can you reach them
- What is most impactful
- What is most cost effective

# THE HOW

**SOME BASIC  
COMMUNICATION  
PRINCIPLES**

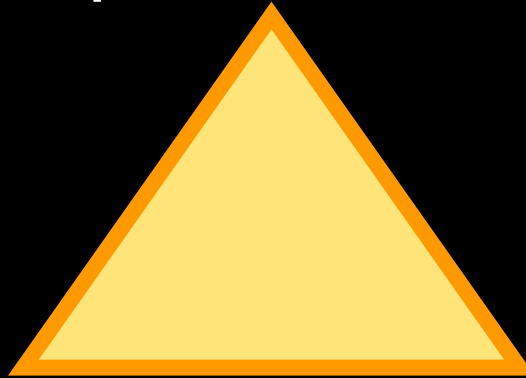


# THE HOW

Are You Telling it to Them

**REACH**

One piece at a time



**IMPACT**

Combine the senses

**FREQUENCY**

Keep on telling them

# Using the Web

# THE WEB

- What are your competitors doing

Carnival Cruise Lines - Virtual Tours - Microsoft Internet Explorer

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Address [http://www.carnival.com/CMS/Static\\_Templates/Virtual\\_Tours\\_Conquest.aspx](http://www.carnival.com/CMS/Static_Templates/Virtual_Tours_Conquest.aspx)

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1.888.CARNIVAL

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## CARNIVAL CONQUEST VIRTUAL TOUR



Experience the splendor of [The Point Restaurant](#) or relax in [Alfred's Bar](#). Lounge at the [Sky Pool](#) or check into your [Suite](#). Try your luck in the [Tahiti Casino](#) or see a show at the [Toulouse Lautrec Lounge](#). They are all here for you to explore in our virtual tour.

### Ship Details




Class: **Conquest**  
Length: **952 feet**  
Total Staff: **1,150**  
Capacity: **2,974**  
Speed: **21 knots**  
Tonnage: **110,000**

[View ship itinerary](#)


#### Interior

An excellent value, these spacious accommodations feature generous amenities.




#### Ocean View

Large windows for amazing views of the ocean and each destination.




#### Penthouse Suite

An extra-large room with a private balcony make the ultimate cruise accommodation. Category 12.




#### Toulouse Lautrec Lounge

The Toulouse Lautrec Lounge features fast-paced, high-spirited award winning revues.




#### Restaurant Cezanne

Enjoy excellent casual dining and panoramic ocean views in the Restaurant Cezanne on the Lido Deck.



#### The Point

For a more intimate setting, dine in this reservations-only supper club.



start Marketing and B... Carnival Cruise L... WNCCCA - Wes... Internet 11:12 PM



# THE WEB

- What are your competitors doing
- Sell the sizzle not the steak
- Collect names (reward for registration)

Disneyland Resort | Welcome To The Magic! - Microsoft Internet Explorer

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Address [http://disneyland.disney.go.com/disneyland/en\\_US/home/home?name=HomePage](http://disneyland.disney.go.com/disneyland/en_US/home/home?name=HomePage)

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# THE HOW

## Sidebar Summary



Use existing Infrastructure



Use the Web



Find a way through the Clutter



Build it one region at a time

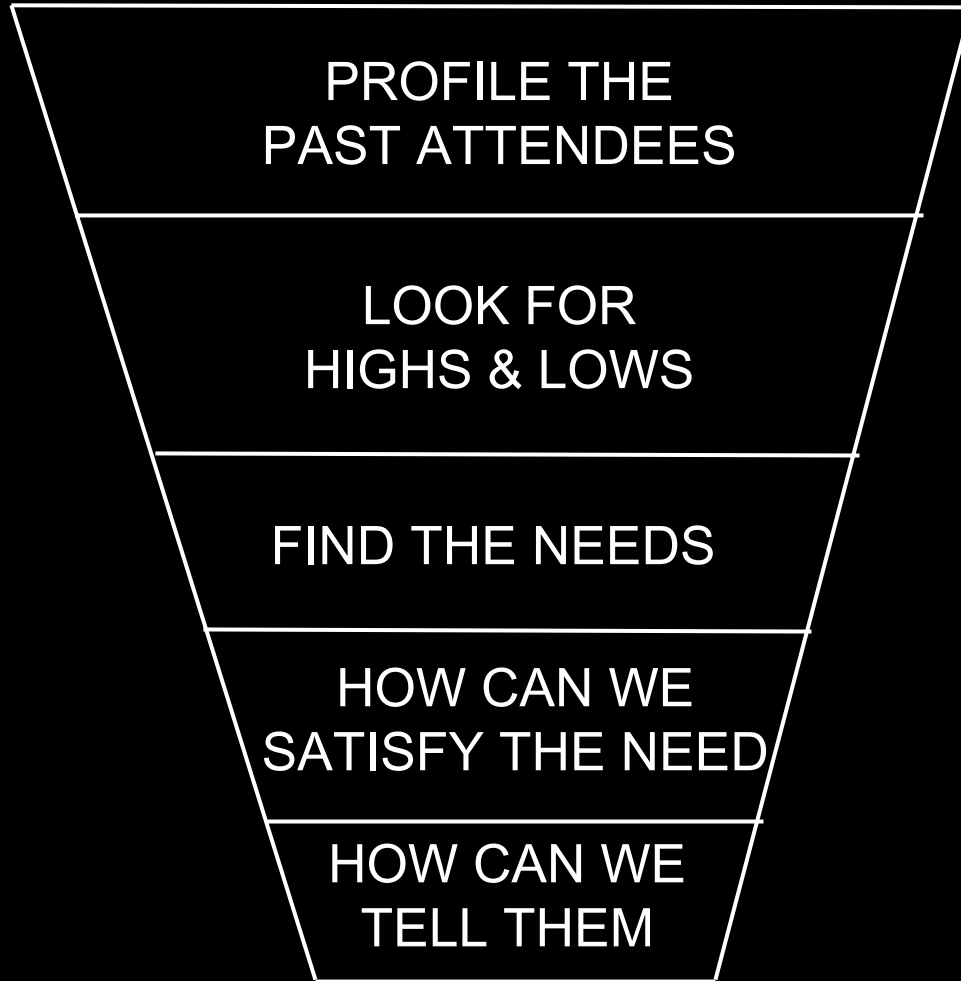
# THE HOW

## COMMUNICATION PLAN

Jesus replied, "What I'm about to tell you is true. No one can see God's kingdom **without being born again.**"

"How can I be born when I am old?" Nicodemus asked. "**I can't go back inside my mother! I can't be born a second time!**"

# MARKETING PROCESS



THE WHO THE WHAT THE HOW

**WHO's NEED**  
**Target Market**

**FIND OUT WHAT THEY  
NEED AND THEN SATISFY THIS NEED**

**WHAT**  
**Their Need**

**HOW**  
**Your Strategy**

# MARKETING TOOLKIT

## Steps to building a marketing plan

# Workshop Overview

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Identify Target Markets

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When

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Who

When

**MARKETING OBJECTIVE:** Encourage Campers back and get talked about  
(What are we trying to do) to their friends

**WHO** are you talking to: Kids who have been to camp before (past 3 years)

**WHAT** is the need: Camps need to keep it new/fresh (offer new things)

**HOW** are we going to satisfy that need

**HOW** are we going to tell them

**The Strategy:**

One thing (new or modify existing) that will get talked about because it is so exciting

**Communication:**

E-mail to past campers

Make it come alive on the web site

**Action plan** (what needs to be done, who needs to do it and by when)

**Who**

**When**

Appoint project manager

NG

12/07

Meet with team to brainstorm idea

All

01/20

Develop "the thing"

MF

3 mts

**Action plan** (what needs to be done, who needs to do it and by when)

**Who**

**When**

Make it work on the web

HW

02/07

Design e-mail

HW

02/07

Collect e-mail list and send it

NG

02/28