

Long Form Marketing Worksheet

by Greg Kronlund AIB

You have six reasons to develop and follow a marketing plan for your Barbershop chapter:

1. Find your target market.
2. Think about both short and long-term marketing strategies.
3. Looks at your chapter as a whole and links to your market goals.
4. Dispenses limited resources to create the greatest return.
5. Supplies a guide to measure progress and outcome.
6. Clarifies who does what, when, and with what marketing tools.

You can use this long form marketing worksheet for your entire organization or an event. The more you know about your chapter the more you can prioritize your activities. In the action item section, you can assign areas of responsibility.

I. Mission Statement

A. Chapter Mission Statement and vision statement:

B. Why are you a chorus, and what are your goals?

C. Review your chapter goals, objectives, and identify your strategies to reach them.

II. Product/Service

A What are the services and products of your chapter? Your chapter name, trademark, color, and other characteristics of differentiation.

B. Differentiate your chapter from other local performance organizations and note all exclusive events, activities, or features.

C. Describe your chapter's weaknesses.

D. Describe your annual events, new activities that will be the chapter will introduce this year – next year and the following year.

E. What are the chapter costs for each product or service?

F. What do you plan charge for each product and service?

G. Work with your Chapter Treasurer to figure out the percent of annual sales and total dollar amount each product and service brings in.

III. Market

A. Who are your customers - include all demographic information? Figure out lifestyle information each demographic cell.

B. Where do your customers come from? (Local, regional, national, or international).

C. What is the market's population size?

D. What are the market trends for your chapter? Audience and customer base increasing or decreasing?

E. List factors that affect purchases such as: 1) seasons, 2) price, 3.) availability or service, 3) emotional considerations, 4.) and all other factors.

F. Where will your chapter concentrate its promotional activities? In one market or multiples?

IV. Competition (Direct and Indirect)

A. Name your local performing competitors their products and the markets they serve.

B. Name and compare your chapters' and your competitors' strengths and weaknesses.

C. What marketing techniques do your competitors use?

V. Pricing

A. Review the Chapters' event costs for accuracy include variable and flat expenses.

B. Make sure all the chapter event carries its share of expenses and increase profit.

C. What prices do your direct and indirect competitors charge? (direct = other singing organizations – indirect= other community performing groups)

1. If your events prices are higher than your competition what “added value” do you offer?

2. If your event prices are lower, explain why you decided on this marketing strategy.

VI. Distribution

A. How will you get the customer to the chapter event or the chorus to the audience venue? Is that even a factor?

VII. Promotion Mix

A. What will be your promotion/advertising campaign?

1. Will your ad campaign require outside vendors?

2. What Media will you choose to reach your target audience?

3. What is your projected cost of advertising with media?

B. What Public Relations, publicity activities will you use for the event? Quartet performance, news article?

VIII. Sales Forecasting

- A. Review your chapter sales history and sales history of competitors, if possible.

- C. What are your chapters sales trends for the past year? What are sales trends for other similar organizations?

- D. What seasonal adjustment should you make?

- E. What are your sales projections for this event?

IX. Action Plan

- A. What are your chapter marketing strategies/activities for this event?
 - 1.
 - 2.

 - 3.
 - 4.
 - 5.
 - 6.
 - 7.
 - 8.
 - 9.
 - 10.

B. List your chapter strategies by level of importance.

XI. Production - Figure out level of membership participation needed, to produce the event or performance. Moving risers, building sets, opening venue, extra rehearsals, and transportation. (Information comes from event committee or board)

XII. Benchmarks – the ability to work ahead of yourself.

Build a master-calendar to organize the action plan for this event:

The event date(s):

When does marketing meet with the board or organizing committee to present marketing plan?

What dates are action reports due to measure the effectiveness of action plan?

What date do we send material to outside vendor for publication?

What date do we place posters?

When do we begin media ads?

What date do we do our mailer?

What date do we do support performances or **Random Acts of Harmony**?

When do we give complete details to chorus to begin **Word of Mouth**?

When do we send out public relations material? Who will receive it?

What date do we review the action plan to make sure we are on task?

What date do we have after action reports to analyze the effectiveness of the marketing plan?

What worked, what didn't work, and how can we improve. Document and keep your findings for the future Vice-President of Marketing and Public relations.

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