



Ignite Marketing Study Guide

Effective marketing has as much, if not more to do with disciplined, consistent implementation as good ideas; because good ideas will go nowhere unless properly implemented through a solid marketing plan. --Karen Conrad--

Moving the Vision Forward through Marketing. We are Joint Promoters/Marketers with the Lord!
1 Corinthians 3:6, 9-11 Amplified Bible (AMP)

Have you established your Vision? _____

A Marketing Plan is the next step. The Marketing Plan takes the Vision, Mission, Benchmarks, etc. and brings them into a formal process of implementation to achieve results.

Does It Support the Vision

Will this marketing request/project bring the organization closer to fulfilling the Vision? How?

What part of the Vision does it support? _____

Is it reaching the right target audience? _____

What corporate or ministry goal does it support? _____

Does the amount of resources required have the potential to yield desirable results? _____

Has your team agreed on the best way to achieve the desired results? _____

Is there capacity to take on activities required to support the Marketing project (Infrastructure)?

If there is potential but not capacity, what current activities can be reduced to gain capacity? _____

Does the potential support additional resources? _____

Have you included other departments that will be affected? _____

Define Success

Why are you committing these resources to marketing? Be Purposeful. _____

Is the marketing project tied to an organization goal, the reason behind the goal, and the Vision?

Discuss how people are going to be blessed by the project. _____

Identify the measurable items that will achieve the result. _____

What can you influence through marketing? _____

What results are needed to be profitable with the project or break even? _____

Are there other reasons to commit resources outside of financial reasons? _____

How will you manage what you decide to measure? _____

Define how it will be measured. _____

Who will provide the information for the measurement? _____

List the results from your report card. _____

Key Strategies

What opportunities in the current environment can you capitalize on with minimal expense? _____

Are there obvious gaps that can easily be filled? _____

Has your team identified any roadblocks? _____

What is stopping you from succeeding in a particular area? _____

Identify areas that could break down or cause a bottleneck. _____

What are you hearing from team members about success/failure in your organization? _____

What can you build on rather than create? _____

Take inventory of what is working well. _____

What is already in place that can provide an additional revenue stream or ministry opportunity?

Are there any departments with additional capacity to achieve more for the organization? _____

What meets the top needs? _____

Ask your customer facing team for the needs of your partners/donors/customers. _____

What are people unconnected to your ministry or business looking for? _____

How can you best meet those needs? _____

Target Audience

Who is likely to benefit from this initiative? _____

Who within your data base or circle of influence will potentially respond? _____

Identify new groups of people that would benefit. _____

What is the maturity level of the marketing project? _____

What can people expect to gain? _____

What will people walk away with, or how is this an answer to a gap that exists? _____

How will this help your audience reach their personal and professional goals? _____

Value Proposition

Why do you do/offer what you do? _____

Does it line up with the Vision? _____

What are you trying to accomplish? _____

Does your Tagline quickly communicate what people can expect from your offering? _____

Define Actions to Support Strategies

List brainstorm ideas. _____

List actions under each strategy. _____

What are follow-through actions and who will be responsible? _____

Have you set realistic deadlines and made preparations to enforce them? _____

Break down the assigned tasks into first steps. _____

Have you set a follow up meeting to go over the plan and progress? _____

List report card results. _____
