



ATTACHMENT

Operational Plan.docx

Upcoming marketing strategies

Strategies	Actions	Timelines	Who	Resources needed	Performance indicators
Conduct market research to better understand client demographics	Member survey	By mid-20XX	Business Development Specialist	Staff time Survey monkey	We find out more about who our clients are and target potential clients to increase our customer base.
Developing marketing campaigns to promote our services	Blogs Social media Articles for local media Radio advertisements	Ongoing throughout year	Marketing strategist	Staff time \$25,000 marketing budget	Increase in sales volume
Public events	Undertake public events to raise organisational profile	Ongoing throughout year	Business Development Specialist	Staff time \$15,000 marketing budget	Increase in public awareness
Sponsorship	Provide sponsorship to raise organisational profile	Ongoing throughout year	Business Development Specialist	Staff time \$25,000 marketing budget	Increase in public awareness
Sales campaigns	Use specials to increase sales volume	Each quarter	Marketing strategist	Staff time	Increase in sales volume