

CANTO'S MARKETING PLAN

FOR THE NEXT 12 MONTH PERIOD

MARKETING AND COMMUNICATIONS
COMMITTEE

PREPARED BY: JOSEPH SAMUEL

MARKETING GOALS WHAT WE NEED TO ACCOMPLISH

- ▶ Build awareness about CANTO's work and impact
- ▶ Motivate members and prospective members to actively support CANTO causes and events
- ▶ Forge partnerships with key organizations within the region and expand to extra regional partners as awareness and interest grows

BENCHMARKS AND MEASUREMENTS

IDENTIFYING THE PATHWAY TO SUCCESS

Benchmarks:

Key Issues

What are three (3), specific steps to complete en route to achieving marketing goals?

- ▶ Define CANTO's audience(s)
- ▶ Map CANTO's message
- ▶ Identify and utilize the most effective communication channels

CANTO'S TARGET AUDIENCE(S)

- ▶ Communicate CANTO's value proposition
- ▶ Segment each organization according to competencies and area of business
- ▶ Design communication templates for each segment
- ▶ Create a recognition profile for honoring member and associate organizations celebrating milestones and successes.
- ▶ Create a recognition profile of donor organizations for their generosity

MAP CANTO'S MESSAGE

What is our elevator pitch?

If any of CANTO's membership met someone in an elevator who had never heard of our organization, how would they describe CANTO's impact and value during that 30-second ride?

CANTO must engage a softer yet effective message

- ▶ This requires a redefinition of our tagline, mission, and vision to align with a more softer, people centric approach to the utilization of technology with an emphasis on human development and sustainability.

IDENTIFY AND UTILIZE EFFECTIVE COMMUNICATION CHANNELS

- ▶ Design a more attractive and interactive website
- ▶ Stronger social media interface (Facebook, Twitter, Blogs, etc.)
- ▶ Paid advertising (e.g. online banners)
- ▶ Direct mailing

MEASUREMENTS

Key Questions:

- ▶ How will CANTO know if it's moving down the right path or not?
- ▶ What is working best for CANTO so we can do more of it?
- ▶ What targets are engaged and which segments do we need to engage differently?
- ▶ What content is most compelling to CANTO's membership?
- ▶ What messaging generates action and what fails to motivate?

MEASUREMENTS CONT'D

- ▶ Meeting participation
- ▶ Website usage analytics
- ▶ Online survey findings
- ▶ Membership event attendance feedback
- ▶ User comments via social media feeds

EXPECTATIONS

CANTO's expectation from its target audiences:

- ▶ Increased membership base
- ▶ Access into the regional Spanish and French speaking territories
- ▶ Increased collaboration on projects
- ▶ Increased collaboration between policy makers, operators, and suppliers
- ▶ Increased advertising on CANTO website and in the Cancion Magazine
- ▶ Referrals, Referrals, Referrals

STRATEGY

WAYS TO ACHIEVE MARKETING GOALS

For CANTO to build greater awareness of its value and impact it will have to develop a strong, well-known identity over time by employing the following course of action:

- ▶ Road Shows (take the CANTO message to prospective members)
- ▶ Identify one (1) Conference in both North and South America to attend and host an exhibition booth promoting CANTO
- ▶ Update the video of the CANTO anthem to showcase the changes in the organization and impact on human development (e.g. i-Create and WTISD Video Competitions, other initiatives, etc.) and launch it on the website and social media feeds

STRATEGY

WAYS TO ACHIEVE MARKETING GOALS CONT'D

- ▶ Launch competitions (i.e. i-Create, WTISD, and hack-a-thon)
- ▶ Create an initiative to offer school children an opportunity to upload weekly 'tech tips' on the website and social media feeds
- ▶ Increased media presence (i.e. negotiation of media spots)
- ▶ CANTO regional ambassadorial team (in key jurisdictions have a representative who will lobby on behalf of the organization with Government ministers, policy makers, etc.)
- ▶ Offering online streaming on website of conference events to members and prospective members (cost attached)
- ▶ Promote CANTO's events (partner with telecom operators to push events advertising etc. utilizing mass texts over their networks and websites)

STRATEGY

WAYS TO ACHIEVE MARKETING GOALS CONT'D

- ▶ Promote CANTO events and initiatives through print, radio, and **video ads** via Social Media Ads television media
- ▶ Negotiate advertising spots and directory spaces with membership organizations who aren't advertising on the website, Cancion, Directory, etc.
- ▶ Negotiate through strategic alliances cross-advertising with other like entities (e.g. CTIA mobile, Mobile World Congress, etc.)
- ▶ Inbound traffic using Social Media
- ▶ Actively pursue potential events sponsorship

FINANCE

- ▶ Strategy implementation will be dependent on the allocated budget.
- ▶ Based on the budget allocation decisions will be made to select the strategic initiatives that are most cost effective yet beneficial to CANTO
- ▶ Project work plans will be prepared for each strategic initiative in order to determine the finance, human resources, and required timelines to complete

MARKETING WORKPLAN TEMPLATE

Activity	Inputs	Time Frame	Responsible Person	Anticipated Outputs	Progress Reporting (Complete for Progress Report Only)

THANK YOU

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