



Marketing Plan 2015-2018
Reviewed and modified June 2017

Marketing Objectives

- Solid communication of monthly PDM activity to the membership
- Validate & maintain Company Coordinator Program. Look for any opportunities to add additional companies.
- Review PDM evaluations for suggested ideas on venues, speakers, topics
- Continue to Partner with MACF and be a sponsor
- Identify and prepare marketing materials (Need to reach out to Tawana for “free” marketing materials)

Project

- Develop a process for the sending of information to the mass membership
 - Reach out to Tampa Chapter - How do you do it?
 - EVITE or Constant contact
- Mail PDM post cards to membership by end of August
- Investigate opportunities with local Chamber of Commerce
- The Fountain- maintain the 2 times per year publication

Marketing

- Work with Programs to continually develop exciting and creative monthly networking activities
 - Solicit program ideas from other local chapters (Tampa & Space Coast)
- Focus on developing a solid communication method of our monthly PDM activity
- Help drive new membership by:
 - Consistent and solid communication of our activities
 - Analysis of member companies

Marketing Director

- Develop annual budget needed
- Develop short term doable plans to better market our activities and generate new member interest.

Approved By:

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