

MEPP Marketing Plan Criteria

About your marketing plan: Marketing plans are annual plans detailing your overall marketing activities for the year (or longer). Ideally, we'd like to see your big picture plan versus a plan for a specific project.

Here are the components that we'd like to see in the marketing plan that accompanies your MEPP on-line application:

Company Name: Your company's name

2023 Marketing Plan (indicate your fiscal or calendar year — as it applies):

Created by: Your name, position

Date: Write in date submitted

MEPP request amount: Total amount requested

Applicant contribution: Your contribution to your total plan expenditures

Appendix items: Supplier estimates

- 1. Business Concept:** Introduce us to your business (why did you start this business and when, what services do you offer, where do you operate, what time of year or season, and who might benefit from your services are all example topics that you could tell us about). What other marketing have you tried in the past? What has (or has not) worked for you?
- 2. Mission and/or Vision Statement:** Marketing plans always have a “north star” that guides where your organization is going — you've probably heard this referred to before as a vision statement.

A vision statement is your main “big picture” goal for your organization and its partner in crime is a mission statement — how you plan to deliver on this vision. Do you have a vision, mission (or both) that you can share with us?

TIP: Vision statements aren't where your business is today but rather that BIG lofty goal that you are always striving for.

- 3. Branding:** Branding is not just your logo. A brand is what people “feel” or think about your business when they see your logo, use your services, or hear your business name. Tell us a bit about your brand.
 - How do you want customers to feel about your product or service(s) when they use them?

- **Unique Selling Proposition (USP):** What does your organization provide to customers that is unique to you, something that you do well, or something you do better than your competitors.
4. **Product or Service Offering:** What is your product offering? Describe what you are selling and how people buy it (booking on-line, in person ticket sales, or do they call you).
 5. **Pricing:** Can you describe your pricing strategy for us. Do you sell packages – what do they cost? What are your earning projections for this year and/or season? How many packages or services will you sell for each season? What does a successful year, or season, look like for you?

The more specific you are here the better because we are trying to learn about your business and how MEPP will assist you with achieving your goals.

TIP: Aside from detailing your pricing structure, tell us how is MEPP funding going to help you get from where you are now (or were last year in sales) to the next level?

6. **Marketing Team:** Who is doing your marketing? Do you have a team, specific staff, or outside vendors supporting your efforts?
7. **Target Market:** Who are your ideal customers? Demographics/values/how do customers like to do business with you/where are they located/and most importantly, how your product or service benefits them?
8. **Competitors in your area or industry:** Do you have local or regional competitors? How does their service offering compare to yours in quality or price? Who are, where are they located, and how is their service offering different than yours (or is it the same)?
9. **SWOT Analysis:** Reflecting on your business helps both your strategic planning and marketing. Let's take a moment and think about a few areas of strength and improvement. Jot down a few points under each of the following categories:
 - **Strengths:** What does your organization do well? (*Internal* to your company)
 - **Weaknesses:** What do you struggle or need help with? (*Internal* to your company)
 - **Opportunities:** Circumstances *external* to your company that could be positive for you.
 - **Threats:** Circumstances *external* to your company that could negatively impact your business.

10. Marketing Goals: Your marketing goals are long-term goals that you hope to achieve with this plan. *Please ensure you include at least one revenue goal.* If you have multiples streams of business or products, or even seasons, please ensure you reflect this in separate goals.

The more detailed you are with your goal setting now will help you decide what to track for your MEPP final report.

Goal setting also helps you evaluate what marketing tactics worked and what didn't so you can better your efforts in the future. Please share your marketing goals with us.

TIP: S.M.A.R.T. GOALS (specific, measurable, achievable, relevant, time bound) are always more achievable and clearer to understand.

Examples of marketing goals:

- Increase 2024 spring harvest revenue from \$500,000 to \$800,000 by February 2024.
- Increase summer fishing package sales from 101 in 2023 to 150 in 2024 by May 2024.
- Increase customer attendance by 25% (from 5,000 to 6,250 people) during our summer operation months of July and August 2023.
- Increase our Facebook page followers from 100 to 500 followers by August 1, 2023.

11. Marketing Strategy & Tactics: Once you've set some goals, it's time to think about marketing strategies and tactics. A marketing strategy is a specific plan of action that helps you achieve your goals.

In point form, please share your marketing strategies and tactics (the actual action or steps you take) and provide the timing for each. Strategies can have multiple tactics from start to finish so give enough detail in your plan that helps keep you on track and accountable.

Example 1: If our *goal* is to increase customer attendance by 10% in our summer operating months, a *strategy* that helps us achieve that goal might be upgrading our website. A list of *tactics* are the steps taken to upgrade the website — like finding a vendor to develop the site.

Example 2: If our *goal* is to increase engagement with our customer database, the right *strategy* may be to create an email marketing plan. A subsequent *tactic* for this strategy could be writing bi-monthly emails to go out to our customers.

TIP 1: Strategies are the broader way to achieve your goal(s), tactics are the steps.

TIP 2: Once you decide on your strategies, it can be helpful to list your tactics in an easy-to-read chart. Here is an example but you are free to customize your own categories.

Strategy: Upgrade website before summer 2023 season.

Tactic (action):	Date:	Who is responsible:	Additional Notes:
Decide project budget	Jan 1, 2023	Marketing Dir	Get budget approved
Select vendor	Feb 3, 2023		
Web project starts	Feb 23, 2023		
Web project ends	April 27, 2023		

12. Budget: Please detail your total budget for your marketing plan and be sure to include what your suppliers are providing – both by tactic and cost. A chart is also helpful here.

Marketing activity:	Total Cost:	Vendor:	MEPP funds asked for:	Applicant Contribution:

Supplier Tips: Keep the following questions in mind when discussing your needs with prospective suppliers to ensure their estimate is complete and their cost/services are eligible:

- Who are they? (Background, qualifications, references, samples of work)
- What services are they providing and at what cost? (Detailed and itemized)
- Where are they located?
- When will they deliver on services? (Timelines)
- Why them? How will using this supplier help advance your project goals/objectives?

11. MEPP SPECIFIC COMPONENT - Impact on Tourism: How does your organization (or event) increase tourism-related activity? Where will people travel from to partake and what other local services might they use (like hotels, restaurants, buy groceries for example)?

Data: What data or statistics have you found on our Tourism Saskatchewan website, through your own research, or gathered from your own sources (like your website) that supports your request regarding tourism in Saskatchewan?

12. Measuring Success: And finally, what will you track so you know you are successful? Look at your SMART goals. Your goals are what you are trying to achieve overall. What specific results will tell you that you were successful in achieving that goal?

Example: If an increase of annual attendance is a marketing goal, what will you measure or track to know you were successful?

Do you have questions about marketing planning? Please reach out to mepp@tourismsask.com