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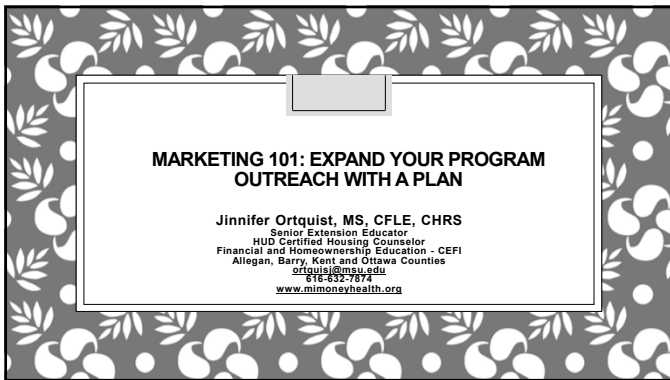
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**MARKETING 101: EXPAND YOUR PROGRAM OUTREACH WITH A PLAN**

Jennifer Ortquist, MS, CFLE, CHRS  
 Senior Extension Educator  
 HUD Certified Housing Counselor  
 Financial and Homeownership Education - CEFI  
 Allegan, Barry, Kent and Ottawa Counties  
 ortquist@msu.edu  
 616-632-7874  
[www.mimoneyhealth.org](http://www.mimoneyhealth.org)

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**WELCOME!**

Please reply to each newsprint with one sticky dot

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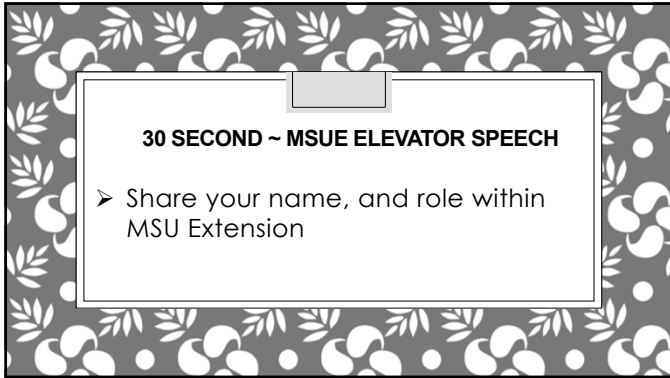
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**30 SECOND ~ MSUE ELEVATOR SPEECH**

- Share your name, and role within MSU Extension

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**Agenda**

- Compliment your current efforts
- Benefits of a marketing plan
- Tools to enhance your marketing efforts
- Marketing strategies/Potential evaluation strategies
- Branded/Intentional Marketing material
- Importance of Reporting
- Tips and Resources

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**What Is a Marketing Plan?**

- A marketing plan is an operational document that outlines an advertising strategy that an organization will implement to generate leads and reach its target market. A marketing plan details the outreach and PR campaigns to be undertaken over a period, including how the company will measure the effect of these initiatives.
- Source:
- <https://www.investopedia.com/terms/m/marketing-plan.asp>

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### Benefits of a marketing plan

- Increase awareness: brand, website, resources, location, annual impact summary, new hires, grants awarded
- Increase program attendance
- Drive traffic to a resource: class, article, website, conference
- Enhance grant applications
- Inform local partners and stakeholders of your efforts
- Cross Institute/Work Team promotion

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### Tools to enhance your marketing efforts...

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**2023 FHE SWOT Analysis – Octopus District 7/28state wide**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Virtual (state wide), face to face and off-site programming</li> <li>• Strong MSU/MSUC organization</li> <li>• Expanding partner/referral list</li> <li>• Varied marketing strategies: website, signs, CC, E-Blasts</li> <li>• "Repeat customers"</li> <li>• Serve diverse population's</li> <li>• Community partners offer money management and HBE in Spanish</li> <li>• Online class options in E's (eHomeMoney and eHomeAmerica)</li> <li>• Variety of personal partners</li> <li>• 2-3 Service Agreements annually</li> <li>• Maintain increased annual outcomes since the pandemic</li> <li>• Contribute to team fund development, P/C/P on grants</li> <li>• Conduct periodic community assessment to assess opportunities and avoid duplication</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Non bilingual capability</li> <li>• Expansion of job duties, Grants and Compliance</li> <li>• Capacity challenges – 1 person program in E7, 5 person team state wide</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Target employers for Service Agreements</li> <li>• Target youth focused agencies to promote 411 and Adulting 101 program's</li> <li>• Expanded marketing strategies have contributed to increased website registration/attendance MSU departments</li> <li>• FHE staffing plan has been discussed</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Industry changes:             <ol style="list-style-type: none"> <li>1. Competitive rental and housing market</li> <li>2. Limited affordable housing</li> <li>3. Increased interest rates on mortgage loans</li> <li>4. Federal Student Loan Payments restart in October 2023</li> </ol> </li> <li>• The MSUCO MSUAF Program will end at year end</li> <li>• FHE Team currently has limited staffing capacity</li> </ul>

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**MSUE District 7 Community Assessment/Resources: FHE**

County	Financial/ Money Management Education	Rental Counseling	Pre-Purchase and Counseling	Homeowner Education	Home Maintenance	FSE/Key to Own Counseling	Evidence-based Prevention Counseling	Mortgage Delinquency and Default Resolution Counseling
Kent:	Home Repair Svcs 1100 Division Ave. GR 605) 616-241-2001 Ext 212				Home Repair Svcs 1100 Division Ave. GR 605) 616-241-2001 Ext 212		Home Repair Svcs 1100 Division Ave. GR 605) 616-241-2001 Ext 212	Home Repair Svcs 1100 Division Ave. GR 605) 616-241-2001 Ext 212 <i>*Per HUD site and 2-1-1</i>
		ICCP 415 Franklin St. SE, GR, E75 616-336-9333 *Per HUD 2196	ICCP 415 Franklin St. SE, GR, E75 616-336-9333 *Per HUD 2196	ICCP 415 Franklin St. SE, GR, E75 616-336-9333 *Per HUD 2196	ICCP 415 Franklin St. SE, GR, E75 616-336-9333 *Per HUD 2196	ICCP 415 Franklin St. SE, GR, E75 616-336-9333 *Per HUD 2196		
	Community Action House (E75) 739 Paw Paw Dr, Holland 616-392-2368	Community Action House (E75) 739 Paw Paw Dr, Holland 616-392-2368	Community Action House (E75) 739 Paw Paw Dr, Holland 616-392-2368	Community Action House (E75) 739 Paw Paw Dr, Holland 616-392-2368	Community Action House (E75) 739 Paw Paw Dr, Holland 616-392-2368	Community Action House (E75) 739 Paw Paw Dr, Holland 616-392-2368	Community Action House (E75) 739 Paw Paw Dr, Holland 616-392-2368	Community Action House (E75) 739 Paw Paw Dr, Holland 616-392-2368 <i>*Per HUD site and 2-1-1</i>
	Habitat for Humanity 628 S. Church Rd, Ste A Lansing, MI 517-485-1006, Ext 117	Habitat for Humanity 628 S. Church Rd, Ste A Lansing, MI 517-485-1006, Ext 117	Habitat for Humanity 628 S. Church Rd, Ste A Lansing, MI 517-485-1006, Ext 117	Habitat for Humanity 628 S. Church Rd, Ste A Lansing, MI 517-485-1006, Ext 117	Habitat for Humanity 628 S. Church Rd, Ste A Lansing, MI 517-485-1006, Ext 117	Habitat for Humanity 628 S. Church Rd, Ste A Lansing, MI 517-485-1006, Ext 117	Habitat for Humanity 628 S. Church Rd, Ste A Lansing, MI 517-485-1006, Ext 117	Habitat for Humanity 628 S. Church Rd, Ste A Lansing, MI 517-485-1006, Ext 117
		GR Urban League					GR Urban League	GR Urban League

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**Event, Program, Exercise, Form, Worksheet/Session**

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Start: \_\_\_\_\_ CFP or Series: \_\_\_\_\_

Program Title: \_\_\_\_\_

Location (if not at Michigan): \_\_\_\_\_ Phone: \_\_\_\_\_

**Potential Logistics:**  
 Anticipated session date: \_\_\_\_\_ Supplies needed: \_\_\_\_\_ Room req: \_\_\_\_\_ Handouts/Workbooks: \_\_\_\_\_  
 Sign-in sheet: \_\_\_\_\_ Registration fee: \_\_\_\_\_ Bus fare: \_\_\_\_\_ Post Test: \_\_\_\_\_ Recruitment: \_\_\_\_\_  
 Outreach/Marketing: \_\_\_\_\_ Cost budget: \_\_\_\_\_ CFP project fee: \_\_\_\_\_

**Session Planning:**  
 Post by e-mail: \_\_\_\_\_ Management: E&E user: \_\_\_\_\_ E&E folder: \_\_\_\_\_  
 E&E Archive status: \_\_\_\_\_ New Zoom link: \_\_\_\_\_ E&E Follow-up: \_\_\_\_\_ E&E Exercise tool: \_\_\_\_\_  
 Session objectives: \_\_\_\_\_ E&E Zoom tool: \_\_\_\_\_

Report Program into PE&M: Program \_\_\_\_\_ Success Story \_\_\_\_\_ Tag other staff \_\_\_\_\_

If PE&M Session System link: \_\_\_\_\_ PE&M Web Link: \_\_\_\_\_ and PE&M \_\_\_\_\_  
 PE&M Web Link: \_\_\_\_\_ Participant email: \_\_\_\_\_ and PE&M \_\_\_\_\_  
 Consent form File folder: \_\_\_\_\_ E&E Direct link: \_\_\_\_\_ Certifications: \_\_\_\_\_

**Demographics:** Male \_\_\_\_\_ Female \_\_\_\_\_ Gender Not reply \_\_\_\_\_  
 Race: \_\_\_\_\_ Race Not reply: \_\_\_\_\_  
 Education: \_\_\_\_\_ Not reply: \_\_\_\_\_

**Total Adult Participants (Don't duplicate!)** \_\_\_\_\_ Report Youth/21 or PE&M: \_\_\_\_\_  
**Total Family Participants (Don't duplicate!)** \_\_\_\_\_

Other: \_\_\_\_\_  
 Follow-up: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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**Marketing strategies/Potential evaluation strategies**

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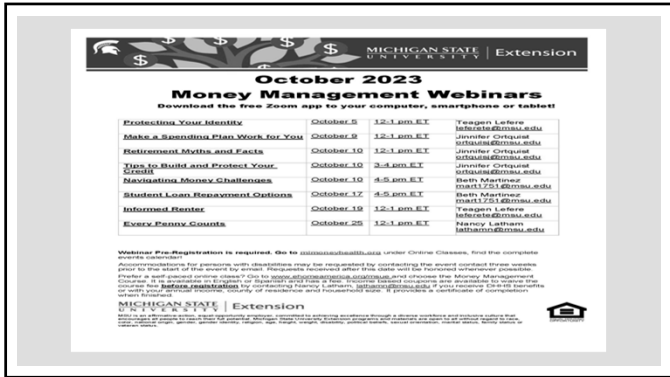
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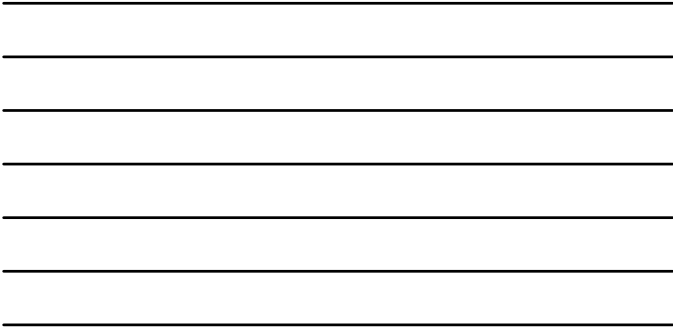




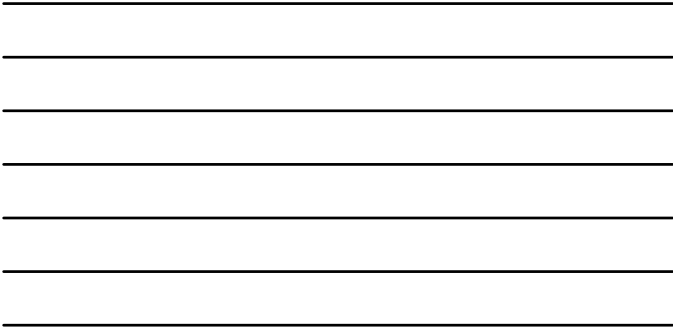
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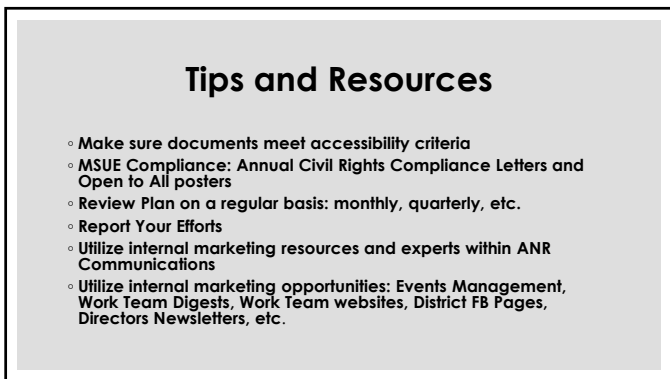
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**RESOURCES**

<https://www.cnr.msu.edu/resources/msu-extension-marketing-checklist>

[https://www.cnr.msu.edu/ed/civil\\_rights\\_diversity\\_multiculturalism/resources\\_and\\_helpful\\_documentation](https://www.cnr.msu.edu/ed/civil_rights_diversity_multiculturalism/resources_and_helpful_documentation)

<https://mailchimp.com/resources/marketing-plan-template/>

Template: Word - Select File, Tactical Business Marketing Plan

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# Marketing Plan

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## **I. Executive Summary**

This is a short summary of your marketing plan. This should give a big-picture overview of your plan. Generally, this is about a paragraph or two, but it can be longer.

## **II. Mission Statement**

The mission statement should highlight your product or service, the purpose it serves, and what drives your business.

## **III. Marketing Objectives**

Here you will outline your marketing goals which should cover both financial and non-financial objectives. Ensure that your goals are specific.

## **IV. Situational & SWOT Analysis**

A situational analysis focuses on your business environment. The SWOT analysis looks at your strengths and weaknesses as well as opportunities and threats. These two analyses complement one another and give provide insight into your company's position.

## **V. Market Research**

In this section, you'll take a closer look at the market you'll be operating in. This can include the size of the market, prospective growth, trends, and your target audience. Sources and data should be provided to support your claims and conclusions.

## **VI. Marketing Strategy**

This part of your marketing plan will lay out the specifics of your strategy. This can include what channels you plan to use to market your product or service, what types of content you plan to produce, and more.

## **VII. Budget**

Here you will define your total marketing budget as well as how it will be allocated to each individual initiative. This should be as detailed as possible.

## **Current Marketing Effort**

1. Do you currently market a program or resource?
2. If yes, what are you marketing?
3. How Often?
4. Where/how do you market ~ what type of strategy?
5. Who is your target audience?
6. How many people do you reach?
7. If unsure, how can you find out?
8. What do you hope to achieve with your marketing?
9. Are you successful? If yes, how do you know?
10. How are you documenting this effort and where?
11. Can you bundle this marketing strategy ~ promote another MSUE program or resource?
12. What is one thing you will do differently after this class to enhance this marketing effort?
13. When will you complete this next step?

*Kudos to you and your marketing efforts!*