

TAILORED MARKETING: HOW TO CREATE STRATEGIC AND EFFECTIVE MARKETING PLANS

Bridging the Gap Conference 2025

Juan Alejandro Di Prado

Sr. Director of Communications
Archdiocese of Miami

WHAT YOU WILL LEARN:

- Why tailored marketing matters
- How to align strategy with goals
- Key steps to develop effective plans to promote your event/campaign/project



THINK ABOUT SOMETHING
YOU WOULD LIKE TO
PROMOTE

THE ROADMAP TO SUCCESS

Identify your goals/objectives

Ground them to your company's mission

Conduct a SWOT Analysis

Identify your audience

Budget

Call To Action (CTA)

Write out your strategies

Select KPIs and Metrics

Execute Plan

Evaluate/Adjust

Summarize Results

GOALS AND OBJECTIVES

- It all starts here:
 - They need to be measurable, attainable, specific, relevant and time-bound.
 - Goals / Objectives directly solve an issue
 - Example: Generating awareness, customer acquisition, customer retention, product awareness, lead generation etc.
- Here are examples of written goals:
 - Increase the number of new patients seen in the practice by 5 percent within the first six months and 10 percent by the end of the first year.
 - Shift your millennials customer base from 15 percent to 25 percent within 18 months.
 - Increase your gross revenue by 30 percent within 24 months.
 - Generate awareness of the Annual Gala event in at least 10 percent of followers in our social accounts by May 10, 2026.

GOALS AND YOUR COMPANY'S MISSION

- Even if your goals relate to a very specific event, they still need to reflect your company's mission.
- The company's mission is the overall purpose for which the company exists.
- Your goals should not go against this mission.
 - **CHECK RULE:** Read your goals and compare to your mission, if it does not contradict your mission, then they are good.

SWOT ANALYSIS

Strengths

- Positive attributes of your business that give you an advantage over others. Ex strong brand, unique products, or skilled workforce.

Weaknesses

- Internal negative attributes or disadvantages that put your business at a disadvantage. Ex. Lack of funding, poor location, lack of abilities or knowledge in a subject.

Opportunities

- External factors that a business could potentially leverage to its advantage. Ex: emerging trends, new markets, or innovative strategies.

Threats

- These are external factors that could potentially harm your business's success. They can be related to competitors, economic conditions, or market shifts.

IDENTIFY YOUR AUDIENCE



Identifying your audience helps you select the strategies to use to meet your goals.



This is the direct group of people to which you are directing your efforts

Consider primary and secondary audiences (other audiences that will still receive your message)



Define your audience by:

Psychographics

Demographics

Demographics describe "**who**" your audience is, using measurable data like age, gender, income, and location, while psychographics describe "**why**" they behave as they do, focusing on non-numerical traits like their values, attitudes, interests, and lifestyles.

BUDGET

- Always important to consider to know “how much you are working with”, and where to best allocate those funds within your strategy mix.
- Allocation is based on two factors:
 - Your audience
 - Your priorities

- Select your call to action
 - This is what you will ask your audience to “do”
 - Ex: Purchase X product, attend X event, Recognize X brand, visit X site etc.
 - Have this clear BEFORE writing out your strategies, as they will become part of these.



CALL TO
ACTION

WRITE OUT YOUR STRATEGIES

- Chose the top three strategies that you can come up with to reach the goals and objectives
- Keep your audience, budget and call to action in mind when coming up strategies.
- Write them out so that it is clear which strategy relates to which goal.



SELECT KPIS AND METRICS

- KPIs (Key Performing Indicators)
 - Just another word for DATA
- Think about how you will measure the success, or lack of success, of your goals.
 - Keep in mind...How will you collect your data and how you will calculate results.

EXECUTE PLAN & EVALUATE AND ADJUST

01

Put your plan into
action

02

Revise, edit and
adjust as necessary
while it is running

03

Follow time frames

SUMMARIZE RESULTS

This will determine whether or not your plan was successful in meeting the goals/objectives.

Not all plans are successful, but that also helps learn what to change for next time.

CASE #1: NATIONAL LOTTERY DAY



 mastatelottery

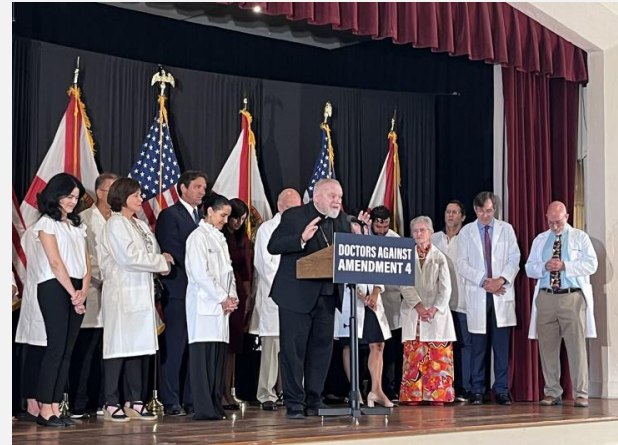


25

mastatelottery Thank you for celebrating with us the first ever #NationalLotteryDay (July 17, 2018). You still have a chance to take part of our special... more

July 17, 2018

CASE #2: CAMPAIGN AGAINST AMENDMENT 4



QUESTIONS