

NAMP Workshop: Action Plan Development **Ten Step Process**

Organization:

Step #1 - The Challenge

Articulate the top 2-3 Marketing challenges your organization is currently facing:

Step #2 - The Diagnosis

Diagnose the issue. Where in the Marketing Funnel do the challenges exist? (See page 4 for Marketing Funnel cheat sheet)

Step #3 - Goals

What are the goals you want to set that will directly address the challenges?

Step #4 - Insights

Evaluate what you know about the audience, marketplace, and your organization in relation to the challenges (What do you already know, what do you **need** to know?):

Step #5 - Tactics Development

Develop 2-3 tactics you can take in the next 2-3 months to address the challenges. (Are the tactics relevant, resonant, and achievable?):

Step #6 - Timeline

Determine how long it will take to implement the tactics:

Step #7 - Resources

Articulate what resources/training/support you will need. Determine who in your organization can own the management and execution of the tactics from beginning to end:

Step #8 - Decision Makers & Influencers

Identify whom you need buy-in from (internally and/or externally) to accomplish the goals:

Step #9 - Critical Success Factors

Determine what success would look like at the end. What would be some key performance indicators?

Step #10 - Process

Execute. Measure. Learn!

Marketing Funnel Cheat Sheet

1. **Awareness** = People don't know that you exist.
2. **Consideration** = People don't consider you amongst other options
3. **Preference** = People don't favor your product/service over others
4. **Action** = People are not taking the desired actions you want
(purchasing, attending, subscribing)
5. **Loyalty** = People are not returning to buy your product/service
6. **Advocacy** = People are not telling others about you

