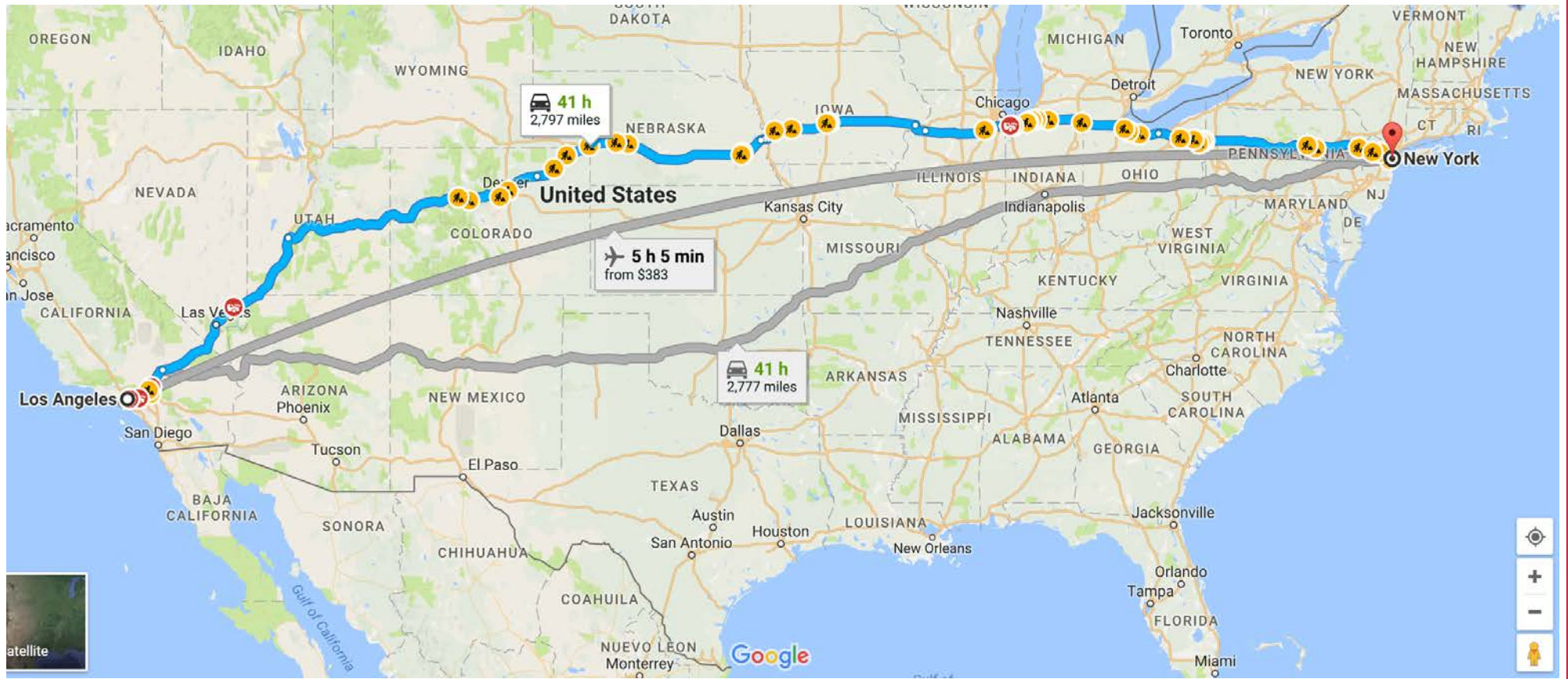


# Planning a Marketing and Communications Strategy

*Mike Horn, Sr. Director of Marketing and Communications, Terry College of Business*



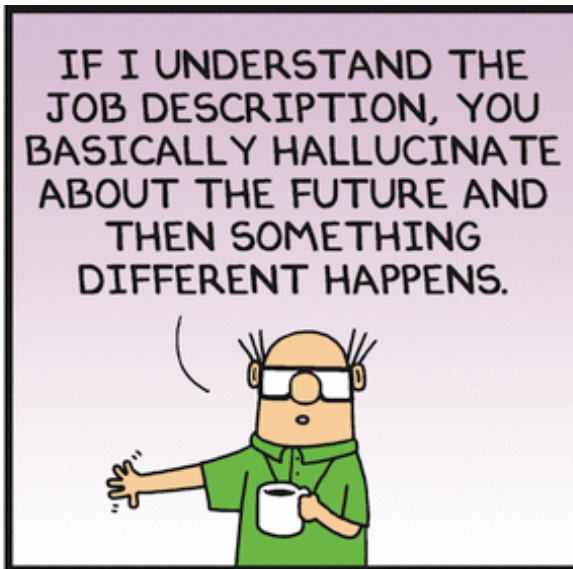
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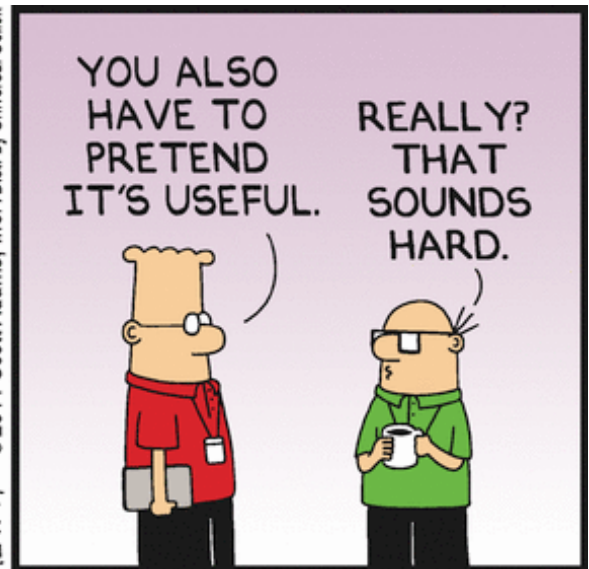
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# Boring Definitions

- **Vision Statement:** An aspirational description of what an organization would like to accomplish in the future. It is intended to serve as a clear guide for choosing courses of action.
- **Mission Statement:** A strongly felt aim, ambition, or calling. A written declaration of an organization's core purpose and focus that normally remains unchanged over time.





## VISION

To make people happy.

## MISSION

To be one of the world's leading producers and providers of entertainment and information, using its portfolio of brands to differentiate its content, services and consumer products





**Strategos** An ancient Greek word that translates literally as "*the art of the General*"



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# Value of a Strategic Plan

1. Clearly defines your responsibilities, priorities, and expectations
2. Establishes a common fact base and agreement on core beliefs and principles
3. Ensures you and your leadership team agree on priorities and important assumptions
4. Helps you work on only the important tasks that impact your end goals
5. Provides a clear roadmap and priorities for you and your team for the year to come
6. Provides a set of goals that you can measure yourself against at the end of the year





# 7 Steps to a Strategic Marketing & Comms Plan

- 1 Craft your team's mission and vision based on the college's mission and vision
- 2 Craft your long term goals, order them by priority
- 3 Craft your goals for this year
- 4 Craft an execution plan and timeline/roadmap for each task
- 5 Combine your individual roadmaps into one master roadmap
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# Mission and Vision Example

## Terry College of Business

- The pursuit & dissemination of knowledge for the effective & ethical practice of business.
- Advancing economic development through 3 central missions: teaching, research, & service.

## Marketing + Communications

Vision: Position Terry as one of the best public business schools in the world

Mission: Improve the national reputation of the college related to teaching, research, and service through clear and consistent marketing and communications



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# Our Team's Priorities

1. **Development and Alumni:** Support efforts to engage and nurture relationships with alumni and donor prospects to deliver gifts
2. **MBA Programs:** Improve the quantity and quality of incoming students to the Full-Time MBA Program, Professional MBA programs at Buckhead and Gwinnett campuses, and the Executive MBA Program
3. **Masters & Executive Programs:** Increase enrollment in Masters, Online, & Exec Programs; decrease undersized classes
4. **Research:** Build awareness of Terry's teaching and research & its impact on the business world to raise our profile within the academic community so that Terry can continue to attract and retain outstanding faculty and increase gifts and grants
5. **Employment Rates:** Communicate the quality and labor market relevance of Terry students to improve their employment rates
6. **Experiential Learning:** Collect and communicate stories about students engaging in experiential learning and global study
7. **Manage Resources:** Be a responsible steward of resources and continue to build a stronger financial foundation for Terry



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# 2017 Priorities

## Launch new brand and visual identity

- A new **message for the brand**
- A new **design for all creative**
- A new **vision for the website**
- A new **plan for the magazine**

## Establish and execute a new strategy

- Better **integrate marketing** programs & **improve digital** channels
- Integrate with and support **Development and Alumni Relations**
- **Improve the quality and quantity of students** enrolled in all graduate, masters, & executive programs
- Update processes and policies to **improve efficiency and throughput**
- Establish communication plans to support **research** goals, improve **employment rates**, and tell Terry's best stories

## Support the opening of BLC Phase II

- Develop a digital display network for **wayfinding** and **donor recognition**
- Create engaging branding **video experience**



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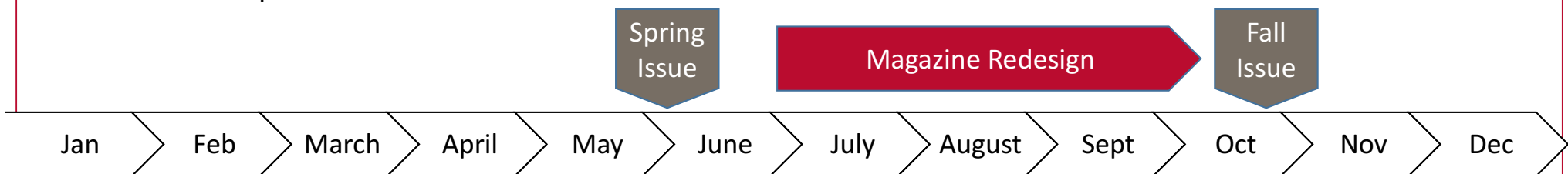
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# Execution Plan – Terry Magazine

- Goals
  - **Create a showpiece** that reinforces the college’s reputation for **quality and excellence**.
  - **Engage** with alumni to **reconnect** them with Terry while providing info on **giving opportunities**.
- Execution Details
  - Maintain two issues per year schedule – November and May
  - Refine story selection to include more student/faculty achievements
  - Consider adding an annual donor report
  - Maintain current look for spring ‘17 issue, launch new brand design in fall
- Roadmap

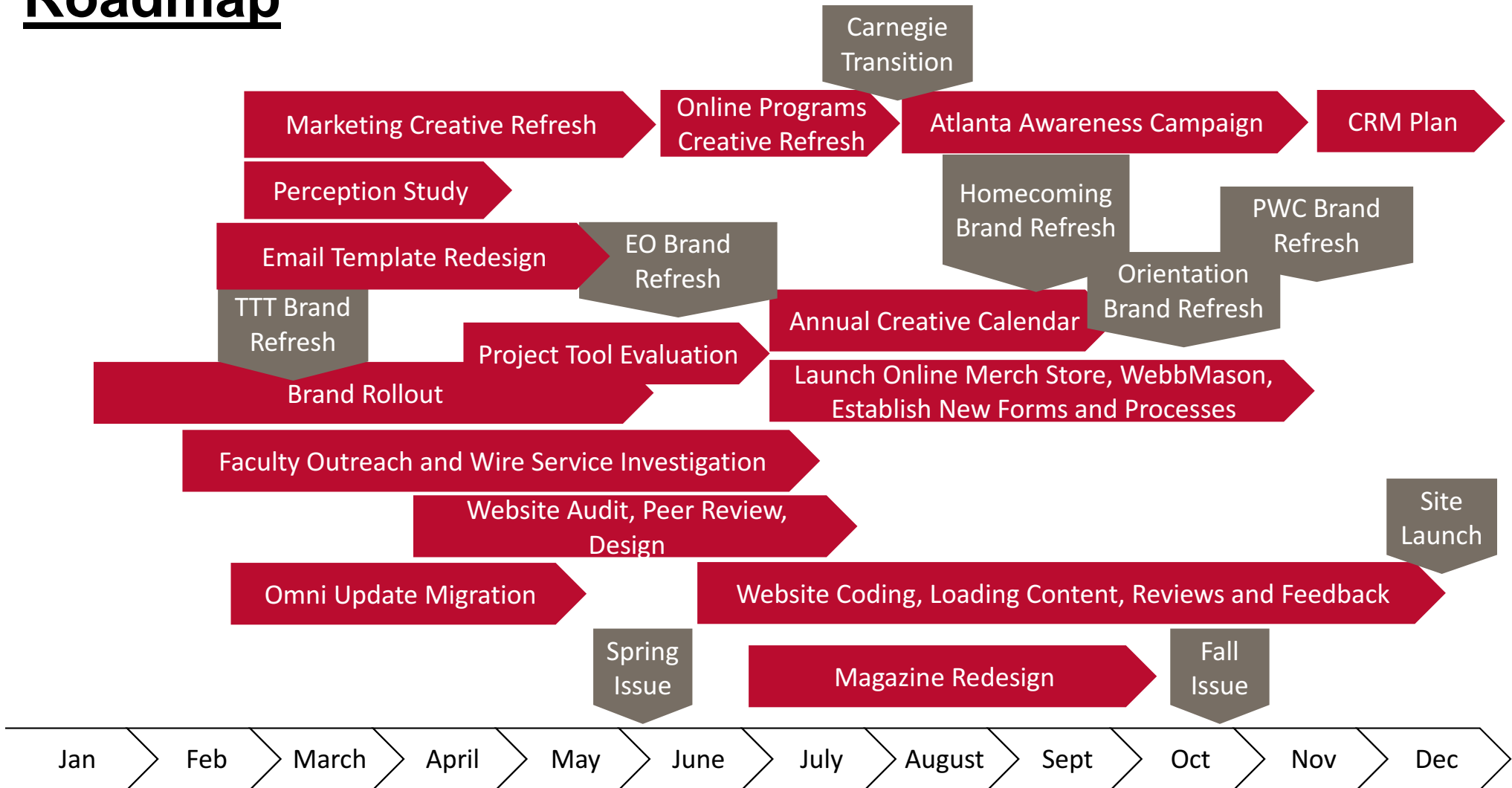


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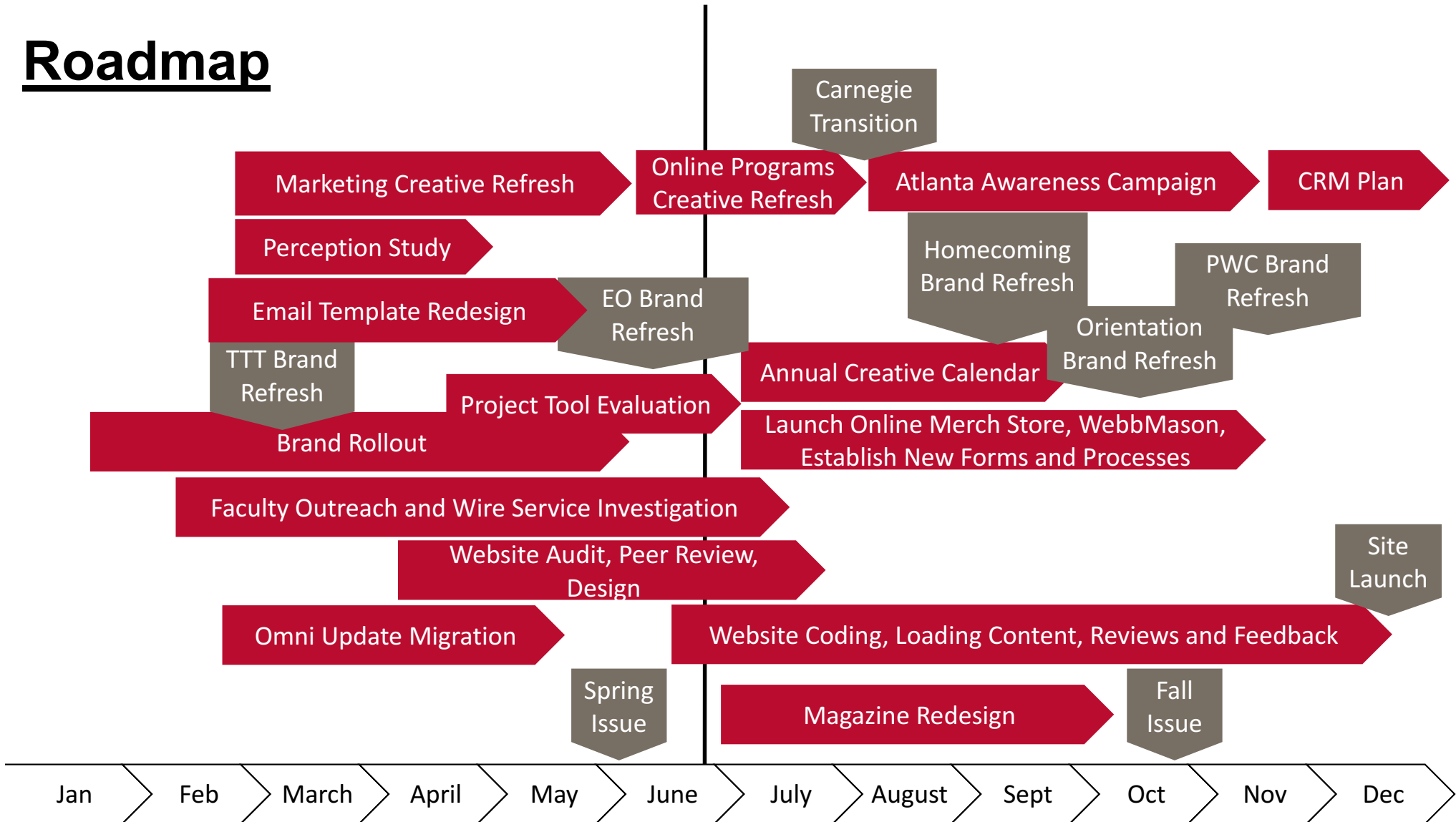
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# Roadmap



# Roadmap



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## Individual Plans - Mike Horn

- Conduct brand rollout meetings to ensure Terry staff are in sync
- Create engaging Terry branding video experience
- Collaborate with Cannon Design on final deliverables for all creative and signage
- CRM planning – investigate the cost and ROI of installing a true marketing CRM to support OEP’s marketing efforts
- Launch a redesign of terry.uga.edu including MBA and OEP sites
- Review cloud hosted service opportunities for website



## Individual Plans - Kerry Terrell

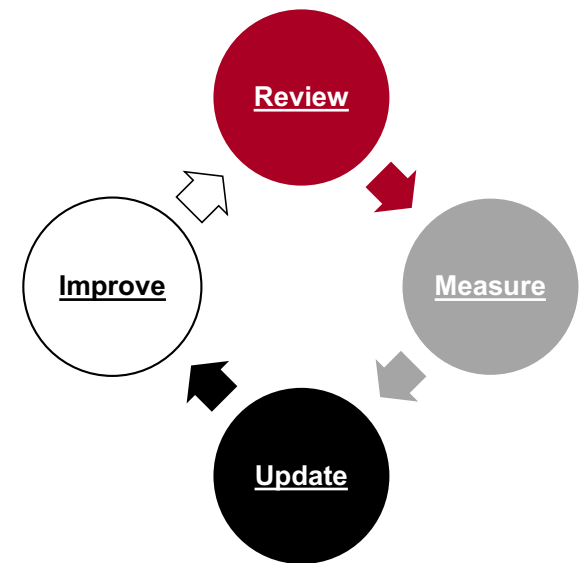
- Improve the quantity & quality of incoming students to the FTMBA Program, PMBA programs, and the EMBA Program
- Supervise and collaborate with OMC staff to increase Terry's Presence in Specialized Masters, Executive Programs, & Online BBA and decrease the number of undersized classes
- Atlanta awareness campaign – invest in a Terry awareness branding campaign through outdoor and digital media (pending budget approval)
- Website redesign – Establish a new look for the MBA site and add features that drive conversions





# End of Year: Review, Measure, Update, Improve

- Review how you did as a unit and as individuals
  - What did you accomplish?
  - What could have been better?
  - What roadblocks were in and out of your control?
  - What should you start/stop/continue doing next year?
  - Do your priorities need to be adjusted?



# Recap

