

# **Marketing Planning & Strategy**

Clio Chamber of Commerce

**Alaina Wiens, October 2023**

**Hi.**

# **Alaina Wiens**

Chief Marketing & Communications Officer, Flint & Genesee Group

20+ years in marketing, communication, branding, and strategic planning

Strategy coach



**How can I help?**

# Marketing Planning







“A **marketing plan** is a strategic road map for how you communicate (online and offline) with your target audience to successfully promote your products or services.”

“Your Guide to Creating a  
Small Business Marketing Plan”  
Skye Schooley  
*business.com*

# Procedure

## Experimental Procedure

1. Gather Materials.
2. Obtain the Internet and use the top where you also have the web address, from the following: [www.nasa.gov](http://www.nasa.gov), [www.nasa.gov](http://www.nasa.gov), etc.
3. There are two sets of 200 globular clusters in the Milky Way galaxy. One set is in the Northern Hemisphere and the other is in the Southern Hemisphere. The Northern Hemisphere set is called the Northern Hemisphere Globular Clusters and the Southern Hemisphere set is called the Southern Hemisphere Globular Clusters.
4. Obtain the names of the globular clusters in the Northern Hemisphere and the Southern Hemisphere. Use the following: [www.nasa.gov](http://www.nasa.gov), [www.nasa.gov](http://www.nasa.gov), etc.
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# Problem Statement

Finding the center of the Milky Way Galaxy using Globular Star Cluster.

# Hypothesis

Our Hypothesis was to guess where the center of the Galaxy using Globular Star Cluster. First we found the Three-Star Cluster and then we tried to figure out where the center is. We said the center of the Galaxy was near Lagoon Nebula.

# Data

Milky Way Globular Clusters by Name

Name	Right Ascension	Declination	Distance (light years)
Terzan 1	18h 53m 30s	+30° 05' 00"	10,000
Terzan 2	18h 53m 30s	+30° 05' 00"	10,000
Terzan 3	18h 53m 30s	+30° 05' 00"	10,000
Terzan 4	18h 53m 30s	+30° 05' 00"	10,000
Terzan 5	18h 53m 30s	+30° 05' 00"	10,000
Terzan 6	18h 53m 30s	+30° 05' 00"	10,000
Terzan 7	18h 53m 30s	+30° 05' 00"	10,000
Terzan 8	18h 53m 30s	+30° 05' 00"	10,000
Terzan 9	18h 53m 30s	+30° 05' 00"	10,000
Terzan 10	18h 53m 30s	+30° 05' 00"	10,000
Terzan 11	18h 53m 30s	+30° 05' 00"	10,000
Terzan 12	18h 53m 30s	+30° 05' 00"	10,000
Terzan 13	18h 53m 30s	+30° 05' 00"	10,000
Terzan 14	18h 53m 30s	+30° 05' 00"	10,000
Terzan 15	18h 53m 30s	+30° 05' 00"	10,000
Terzan 16	18h 53m 30s	+30° 05' 00"	10,000
Terzan 17	18h 53m 30s	+30° 05' 00"	10,000
Terzan 18	18h 53m 30s	+30° 05' 00"	10,000
Terzan 19	18h 53m 30s	+30° 05' 00"	10,000
Terzan 20	18h 53m 30s	+30° 05' 00"	10,000
Terzan 21	18h 53m 30s	+30° 05' 00"	10,000
Terzan 22	18h 53m 30s	+30° 05' 00"	10,000
Terzan 23	18h 53m 30s	+30° 05' 00"	10,000
Terzan 24	18h 53m 30s	+30° 05' 00"	10,000
Terzan 25	18h 53m 30s	+30° 05' 00"	10,000
Terzan 26	18h 53m 30s	+30° 05' 00"	10,000
Terzan 27	18h 53m 30s	+30° 05' 00"	10,000
Terzan 28	18h 53m 30s	+30° 05' 00"	10,000
Terzan 29	18h 53m 30s	+30° 05' 00"	10,000
Terzan 30	18h 53m 30s	+30° 05' 00"	10,000
Terzan 31	18h 53m 30s	+30° 05' 00"	10,000
Terzan 32	18h 53m 30s	+30° 05' 00"	10,000
Terzan 33	18h 53m 30s	+30° 05' 00"	10,000
Terzan 34	18h 53m 30s	+30° 05' 00"	10,000
Terzan 35	18h 53m 30s	+30° 05' 00"	10,000
Terzan 36	18h 53m 30s	+30° 05' 00"	10,000
Terzan 37	18h 53m 30s	+30° 05' 00"	10,000
Terzan 38	18h 53m 30s	+30° 05' 00"	10,000
Terzan 39	18h 53m 30s	+30° 05' 00"	10,000
Terzan 40	18h 53m 30s	+30° 05' 00"	10,000
Terzan 41	18h 53m 30s	+30° 05' 00"	10,000
Terzan 42	18h 53m 30s	+30° 05' 00"	10,000
Terzan 43	18h 53m 30s	+30° 05' 00"	10,000
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Terzan 49	18h 53m 30s	+30° 05' 00"	10,000
Terzan 50	18h 53m 30s	+30° 05' 00"	10,000
Terzan 51	18h 53m 30s	+30° 05' 00"	10,000
Terzan 52	18h 53m 30s	+30° 05' 00"	10,000
Terzan 53	18h 53m 30s	+30° 05' 00"	10,000
Terzan 54	18h 53m 30s	+30° 05' 00"	10,000
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Terzan 57	18h 53m 30s	+30° 05' 00"	10,000
Terzan 58	18h 53m 30s	+30° 05' 00"	10,000
Terzan 59	18h 53m 30s	+30° 05' 00"	10,000
Terzan 60	18h 53m 30s	+30° 05' 00"	10,000
Terzan 61	18h 53m 30s	+30° 05' 00"	10,000
Terzan 62	18h 53m 30s	+30° 05' 00"	10,000
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Terzan 64	18h 53m 30s	+30° 05' 00"	10,000
Terzan 65	18h 53m 30s	+30° 05' 00"	10,000
Terzan 66	18h 53m 30s	+30° 05' 00"	10,000
Terzan 67	18h 53m 30s	+30° 05' 00"	10,000
Terzan 68	18h 53m 30s	+30° 05' 00"	10,000
Terzan 69	18h 53m 30s	+30° 05' 00"	10,000
Terzan 70	18h 53m 30s	+30° 05' 00"	10,000
Terzan 71	18h 53m 30s	+30° 05' 00"	10,000
Terzan 72	18h 53m 30s	+30° 05' 00"	10,000
Terzan 73	18h 53m 30s	+30° 05' 00"	10,000
Terzan 74	18h 53m 30s	+30° 05' 00"	10,000
Terzan 75	18h 53m 30s	+30° 05' 00"	10,000
Terzan 76	18h 53m 30s	+30° 05' 00"	10,000
Terzan 77	18h 53m 30s	+30° 05' 00"	10,000
Terzan 78	18h 53m 30s	+30° 05' 00"	10,000
Terzan 79	18h 53m 30s	+30° 05' 00"	10,000
Terzan 80	18h 53m 30s	+30° 05' 00"	10,000
Terzan 81	18h 53m 30s	+30° 05' 00"	10,000
Terzan 82	18h 53m 30s	+30° 05' 00"	10,000
Terzan 83	18h 53m 30s	+30° 05' 00"	10,000
Terzan 84	18h 53m 30s	+30° 05' 00"	10,000
Terzan 85	18h 53m 30s	+30° 05' 00"	10,000
Terzan 86	18h 53m 30s	+30° 05' 00"	10,000
Terzan 87	18h 53m 30s	+30° 05' 00"	10,000
Terzan 88	18h 53m 30s	+30° 05' 00"	10,000
Terzan 89	18h 53m 30s	+30° 05' 00"	10,000
Terzan 90	18h 53m 30s	+30° 05' 00"	10,000
Terzan 91	18h 53m 30s	+30° 05' 00"	10,000
Terzan 92	18h 53m 30s	+30° 05' 00"	10,000
Terzan 93	18h 53m 30s	+30° 05' 00"	10,000
Terzan 94	18h 53m 30s	+30° 05' 00"	10,000
Terzan 95	18h 53m 30s	+30° 05' 00"	10,000
Terzan 96	18h 53m 30s	+30° 05' 00"	10,000
Terzan 97	18h 53m 30s	+30° 05' 00"	10,000
Terzan 98	18h 53m 30s	+30° 05' 00"	10,000
Terzan 99	18h 53m 30s	+30° 05' 00"	10,000
Terzan 100	18h 53m 30s	+30° 05' 00"	10,000

# Background Research

### SOLAR SYSTEM

people might be wondering what does a solar system means. The solar system means the nine planets and all the other objects that orbit the sun. As you know, the sun is the center of the solar system. The other planets are Venus, Earth, Mars, Jupiter, Saturn, Uranus, and Neptune.

### THE SPIRAL GALAXY

The Spiral galaxy is a consist flat rotation disk of young stars. It's surrounded by a lot of other older stars and the older stars are called globular clusters. Do you know that the hot hot are often on a pattern?

### JACOBS KAPTEYN

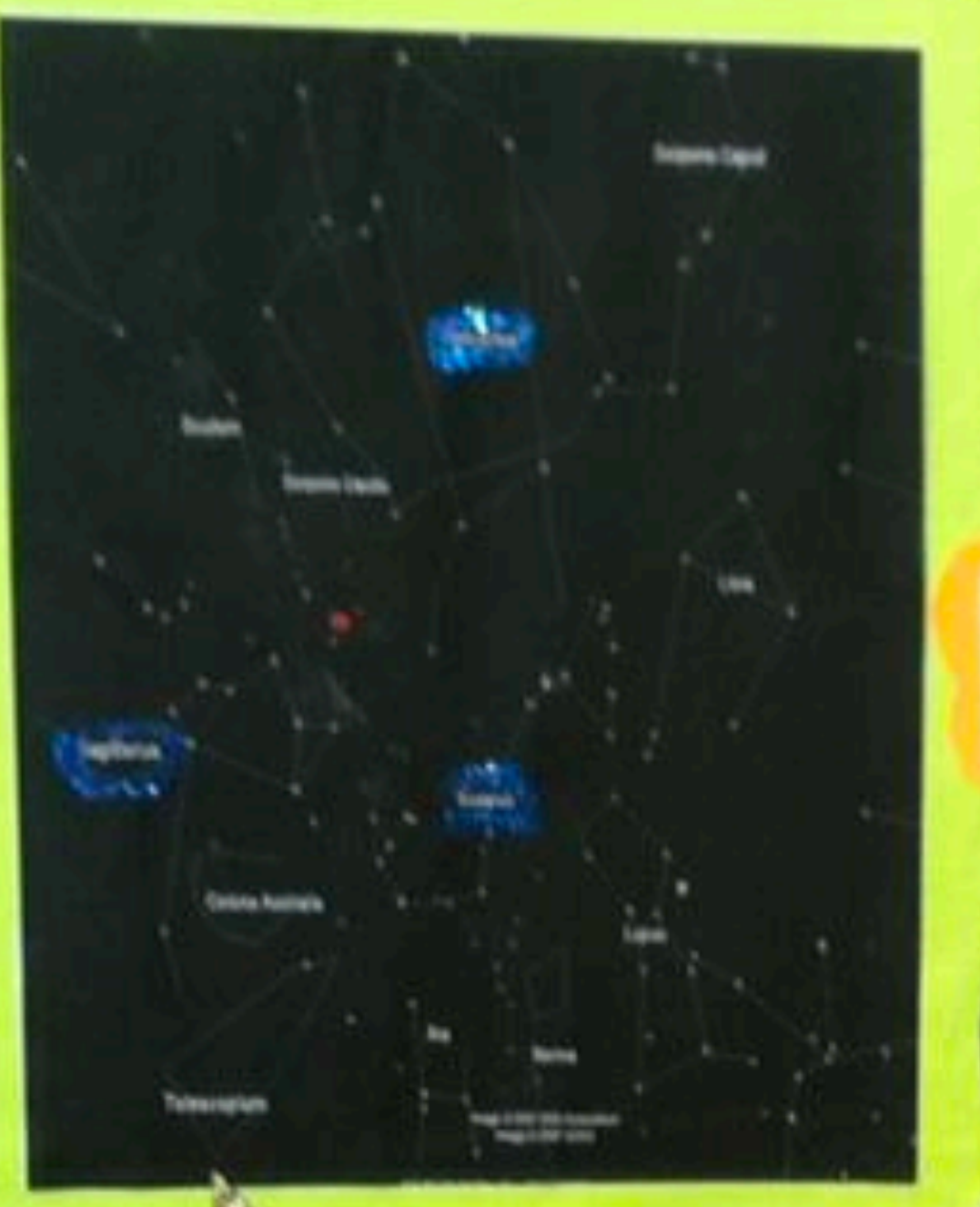
Jacob Kapteyn was a man who was the founder of the modern statistical astronomy. He was the first to use the photographic method to measure the distance of stars.

### CONSTELLATION

Constellations are things you can imagine when you connect the stars using your imagination. The truth about constellations is that it is only used to learn about the stars and know which is which.

# Conclusion

# Material



# GALACTIC CENTER



# Marketing planning in 5 steps:

1. Audience
2. Call to Action
3. Message
4. Channel
5. Metrics

<b>Audience</b>	<b>Call to Action</b>	<b>Message</b>	<b>Channel</b>	<b>Metrics</b>
Who are you talking to?	What do you want them to do?	What will they want/need to know?	Where is the best place to reach them?	How will you know you're successful?

**First things first:**  
**Know your product.**

# Your Foundation: Product and Position

## **PRODUCT**

What are you (really) selling?

## **POSITION**

What about your product makes it the best choice?

What problem does it solve?

**1**

**Audience**

# **Audience**

Group of people most likely to be interested in or served by your product



**Audience**

Who are you  
talking to?

# Audience pro tips:

- Plan for one audience at a time
- Unsure about your audience?
  - Refer to your positioning
  - Look at your current customer base
  - Analyze your social media following

**2**

**Call to Action**

## **Call to Action**

Desired next step for your audience (once you reach them)

<b>Audience</b>	<b>Call to Action</b>			
Who are you talking to?	What do you want them to do?			

# Call-to-action pro tips:

- Plan for one call to action at a time
- Keep it simple with clear direction
- Use action words (buy, visit, learn, share...)
- Make it as easy as possible (accessible!)

**3**

**Message**

# **Message**

Information that will convince your audience to take the desired next step



<b>Audience</b>	<b>Call to Action</b>	<b>Message</b>		
Who are you talking to?	What do you want them to do?	What will they want/need to know?		

# Message pro tips:

- Refer to your positioning
- Help your audience decide to take action
- Be concise
- Include only points that are needed

**4**

**Channel**

# **Channel**

Place(s) you promote your business or product to your target audience

<b>Audience</b>	<b>Call to Action</b>	<b>Message</b>	<b>Channel</b>	
Who are you talking to?	What do you want them to do?	What will they want/need to know?	Where is the best place to reach them?	

# Channel pro tips:

- Select channels with audience in mind
- Customize message and call to action per channel
- Consider audience mindset and availability
- Reach out where you will be well received

**5**

**Metrics**

# **Metrics**

Measures of progress or success



<b>Audience</b>	<b>Call to Action</b>	<b>Message</b>	<b>Channel</b>	<b>Metrics</b>
Who are you talking to?	What do you want them to do?	What will they want/need to know?	Where is the best place to reach them?	How will you know you're successful?

# Metrics pro tips:

- Remember that product sale is the ultimate goal
- Evaluate marketing-specific metrics in alignment with product goals
- Approach measurement as part of an experiment
- Use metrics to inform future strategy

**PRODUCT:** Fido's Dog Food

**POSITION:** Fido's Dog Food is organic, premium dog food that makes dogs healthier and happier so they can be part of our families longer.

<b>Audience (1)</b>	<b>Call to Action (1)</b>	<b>Message(s)</b>	<b>Channel(s)</b>	<b>Metrics</b>
Who are we talking to?	What do we want them to do?	What do they need/want to know?	Where is the best place reach them?	How will we know we're successful?
<b>Dog owners who consider pets a part of the family</b>	<b>Visit the website to buy dog food</b>	<ul style="list-style-type: none"><li><b>• We only use premium, organic ingredients</b></li><li><b>• Our ingredients are scientifically linked to longer lives for dogs</b></li><li><b>• Well-cared for dogs have better quality of life</b></li></ul>	<b>Instagram</b>  <b>Facebook</b>	<ul style="list-style-type: none"><li><b>• Marketing: Ad link CTR; web visits</b></li><li><b>• Product: Increase in dog food sales</b></li><li><b>• Marketing: Ad link CTR; web visits</b></li><li><b>• Product: Increase in dog food sales</b></li></ul>

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# Problem Statement

Finding the center of the Milky Way Galaxy using Globular Star Cluster.

# Hypothesis

Our Hypothesis was to guess where the center of the Galaxy using Globular Star Cluster. First we found the Three-Star Cluster and then we tried to figure out where the center is. We said the center of the Galaxy was near Lagoon Nebula.



# GALACTIC CENTER

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 The Spiral galaxy is a constant rotation disk of young stars. It's surrounded by a lot of other older stars and the older stars are called globular clusters. Do you know that the hot hot are often on a pattern?

**JACOBS KAPTEYN**  
 Jacob Kapteyn was a man who was the founder of the modern statistical astronomy. He was the first to use the photographic method to measure the positions of stars.

ten to about 200 light years in diameter. Do you know that the distribution of globular cluster is in our milky way?

**CONSTELLATION**  
 Constellations are things you can imagine when you connect the stars using your imagination. The truth about constellations is that it is only used to learn about the stars and know which is which.

# Conclusion

# Data

Milky Way Globular Clusters by Name

Name	Right Ascension	Declination	Distance (light years)
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# Material

# Perspective & Troubleshooting

Our work is made up of experiments.

A plan should be built to serve you, not the other way around.

When results fall short, walk back through the plan to find opportunities to refocus for the audience.

**“...fear and discomfort are  
an essential part of  
strategy making.”**

“The Big Lie of Strategic Planning”  
Roger L. Martin  
*Harvard Business Review*  
January/February 2014

**“In fact, if you are entirely comfortable with your strategy, there’s a strong chance it isn’t very good.”**

“The Big Lie of Strategic Planning”  
Roger L. Martin  
*Harvard Business Review*  
January/February 2014

**Questions?**



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