



Granite State Chapter

Marketing Plan

2010-2011

To

2012-2013

Table of Content

Executive Summary	3
Marketing Goals.....	3
Geographical Area	3
Marketing Objectives.....	3
Marketing Strategies	4
Objective #1	4
Objective #2.....	4
Objective #3.....	4
Objective #4.....	4
Accountability and Evaluation of Chapter Marketing Plan	4
Conclusion	5
Revisions.....	5

Executive Summary

This Marketing Plan identifies the strategy that will enable the Chapter to promote and communicate its value and programs to existing membership, member companies, and non-members alike. The focus of our marketing activities includes supporting current Chapter members, increasing our membership base, and reaching out to and building member companies. This Marketing Plan, in concert with our Strategic Plan, provides a practical guide for accomplishing our currently, stated Goals and Objectives.

Marketing Goals

1. Increase our membership base 10% by identifying and exploiting opportunities to increase the awareness of APICS, Operations Management, and Chapter activities.
2. Promote the educational resources of CPIM (Certified in Production and Inventory Management) and CSCP (Certified Supply Chain Professional).
3. Identify and match member, non-member, and local companies' needs with the Chapter's educational resources and activity offerings.
4. Develop, maintain, and continually refresh a database of current / prospective members and companies.
5. Serve as liaison with the business community, other APICS Chapters, and other professional organizations.

Geographical Area: Our geographical area is concentrated around the New Hampshire seacoast. The seacoast area includes all towns that are contained within an approximate 30 mile radius of Portsmouth, NH which extends to Rochester, Epping, Seabrook, and the seacoast from the Massachusetts to the Maine borders.

Marketing Objectives:

1. Formulate strategy to increase Chapter membership, attendance at PDM's, and other chapter activities.
2. Develop a public relations program to increase the awareness of APICS, Operations Management, the local chapter, and its ensuing benefits.
3. Increase the number of qualified instructors by 100%.
4. Retrench in the manufacturing industry; and penetrate the Health Care, Service, and Retail Industries.

Marketing Strategies:

Objective #1: Formulate strategy to increase Chapter membership, attendance at PDM's, and other chapter activities.

- Reinstitute the company coordinator program.
- Institutionalize the mass mailing list for all activities.
- Increase the number of newsletters/notices issued during the year.

Objective #2: Develop a public relations program to increase the awareness of APICS, Operations Management, the local chapter, and its ensuing benefits.

- Formalize use of a Business Directory and target specific companies and industries in the mailings.
- Create a new Website that will include links to / from other organizations, that will provide interactive exchange, and that will facilitate financial exchanges with users.
- Work with the Northeast District to post chapter activities.
- Attend local and regional trade shows.

Objective #3: Increase the number of qualified instructors by 100%.

- Contact currently qualified APICS instructors to firm up an instructor's list.
- Hold a recruitment breakfast of potential instructors.
- Support the District's Train the Trainer program.
- Formalize an instructor contract.

Objective #4: Retrench in the manufacturing industry; and penetrate the Health Care, Service, and Retail Industries.

- Reach out and connect to local manufacturers in our chapter's geographical area.
- Invite members of Health Care, Service, and Retail Industries to our PDMs and other chapter activities.
- Develop seminars to target Health Care, Service, and Retail Industries.
- Target mailings to Health Care, Service, and Retail Industry businesses.

Accountability and Evaluation of Chapter Marketing Plan

The Vice President of Marketing shall:

- Develop and report marketing activities and appropriate metrics based on the activities established in this plan.
- Present a written report semi-annually of marketing activities conducted to the Board of Directors.
- Outline current and future marketing activities.
- Maintain and update the Marketing Plan as required.

Conclusion

The future of APICS Granite State Chapter No. 85 remains strong despite the continued decline in the local manufacturing base, membership numbers, and PDM attendance. With the continued efforts to refresh the Board of Directors and to increase our chapter membership, our Chapter will continue to prosper.

Revisions:

- Original by Dennis Yates; Approved by the Board of Directors, March 4, 2008.
- Updated by Ed Lamarine; Approved by the Board of Directors, May 3, 2011.