

# HOW TO MARKET CHIP - A Web Deployed Workshop

Take the time to discuss each item in this marketing plan template by printing out the template and discussing it with your team in one or two short meetings. Fill in each blank in the determined action column and the action date. When completed this marketing plan is a simple and effective plan to ensure maximum attendance.

## Marketing Plan Template (fill in the blanks):

	Marketing Initiative to Determine	Action By/Date	Decided Upon Action
1.0	Who is best qualified to be the Marketing Team Leader and the assistant		
2.0	List your Marketing & Sales team members. Min 2 in total		
3.0	What geographic area you will target		
4.0	What is a realistic attendance number for you city and budget: 30, 40, 50,60,70+		
5.0	What is your marketing budget and how to raise money through sponsors. A general number is 20-30 % of your total revenue		
6.0	Raising money to cover your budget Can your marketing budget come from your Evangelism budget		
7.0	<p>Determining marketing tools you will use from the marketing tool box:</p> <ul style="list-style-type: none"> <li>a. Press releases ...written articles that can be send to your local media for publishing</li> <li>b. Add samples...for newspaper advertising</li> <li>c. Post card...for mail outs (with blanks for imprint)</li> <li>d. Poster...for display in strategic locations (with blanks for imprint)</li> <li>e. Brochure and plastic stands . . .for display in strategic locations (with blanks for imprint)</li> <li>f. Community Service Announcements ...for free announcement sections in your local media</li> <li>g. Radio Advertisements</li> <li>h. Speaking opportunities</li> <li>i. Outdoor signs</li> <li>j. Email broadcasting...to prospects with video streaming attachments</li> <li>k. Monthly Chip Teleconference lecture by Dr Hans Diehl</li> <li>l. Promoting CHIP through parish members... who have a community of influence</li> <li>m. Mobilizing your alumni...to share there experience in their community of influence</li> </ul> <p>Garnering support from your alumni by having them distribute brochures to friends and co workers</p> <p>Arranging for radio interview with Dr Diehl: (Call CHIP office to schedule) Distribute emails that are linked to video streaming at <a href="http://www.chiphealth.com">www.chiphealth.com</a></p>		
8.0	Determining your venue for information sessions		
9.0	Determine the person with the skills to lead information sessions		