

# Outreach and Marketing Tactical Plan

## Outreach SWOT

### Strengths (what we do well)

- Hosting wide variety of topics/tools
- Excellent word of mouth
- Data collection
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### Weaknesses (what we do less well)

- Converting attendees to members
- Consistency
- Converting event participants to members
- Low investment in advertising

### Opportunities (Provided by changing world)

- Increasing number of apartments downtown near MakeHaven
- Retirees
- Travel workshop experiences

### Threats (Provided by changing world)

- Customer price sensitivity increases
- Overstretching capacity of facility
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## OUT O#1 S#1 – Paid Targeted Online Advertising

**Purpose:** Increase visibility and registrations for workshops and programs through data-driven advertising.

### Actions:

- Maintain ongoing **Google, Meta, and YouTube ad campaigns** targeting local ZIP codes, interest areas, and demographics.
- Develop **landing pages** per campaign with strong CTAs and trackable links.
- Use **retargeting ads** for site visitors and social engagement audiences.
- Test **creative variations** quarterly (video, carousel, testimonial).
- Monitor **click-through and conversion rates** monthly.

- Integrate ad data into CRM for attribution tracking.
  - Coordinate visuals and messaging with MakeHaven's brand identity.
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## OUT O#1 S#2 – Programs as Introductions

**Purpose:** Convert one-time participants into members through introductory programs.

**Actions:**

- Maintain a pipeline of **“Intro to” workshops** tied to major shop areas.
  - Offer **bundle pricing or membership credit** upon completion.
  - Automate **follow-up email sequence** with next-step invitations (e.g., orientation, membership link).
  - Train instructors to emphasize **member benefits** at class conclusion.
  - Track **conversion rates** from class participation to membership.
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## OUT O#1 S#3 – Partnerships and Tabling

**Purpose:** Expand community reach through partner institutions and local events.

**Actions:**

- Maintain **partnership calendar** with recurring sites (libraries, apartments, Yale, SCSU).
  - Create **portable demo kits** (3D printer, laser-cut samples, small electronics) for outreach tables.
  - Schedule at least **one tabling event per month** in new venues.
  - Establish **co-branded “Intro to Making” sessions** with community partners.
  - Collect leads through **QR signup forms** connected to CRM and track follow-up.
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## OUT O#1 S#4 – Showcase Maker Products

**Purpose:** Highlight member creativity and increase public inspiration and engagement.

**Actions:**

- Host at least **two public showcases** per year featuring member projects.
  - Develop an online “**Made at MakeHaven**” **gallery** with rotating features.
  - Encourage members to **sell or exhibit** at local markets and fairs under MakeHaven branding.
  - Share **short video interviews** or photo essays across social media.
  - Create **press releases** for notable projects or innovations.
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## OUT O#2 S#1 – Automated Follow-Up Journeys

**Purpose:** Move prospective members through a personalized engagement funnel.

**Actions:**

- Create **automated email + SMS sequences** for tour attendees, event guests, and site leads.
  - Include **stories, testimonials, and photos** in the messaging flow.
  - Trigger **reminders** for incomplete sign-ups or abandoned carts.
  - Evaluate automation performance (open/click/conversion) quarterly.
  - Integrate automation with **CiviCRM or Twilio** for tracking.
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## OUT O#2 S#2 – Referral and “Bring-a-Friend” Offers

**Purpose:** Reward community-driven recruitment and build member advocacy.

**Actions:**

- Launch a **referral reward system** (class credit or merch for each new member).
- Host **quarterly Member +1 nights** or “Open Bench” socials.

- Add **referral tracking fields** in new-member signup.
  - Create **shareable invites** (email, QR, social) for easy referrals.
  - Track participation and conversion metrics by member source.
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## OUT O#2 S#3 – Website Conversion and Self-Service

**Purpose:** Simplify joining and registration through improved design and usability.

**Actions:**

- Redesign the **membership sign-up flow** to highlight benefits (24/7 access, community).
  - Integrate **chatbot** or interactive FAQ for quick questions.
  - Consolidate **payment and account setup** steps into one page.
  - Add short **intro video** or member testimonials to Join page.
  - Test **CTA variations** to improve conversion rates.
  - Track **drop-off points** in the join process using analytics.
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## OUT O#2 S#4 – Email and Newsletter Optimization

**Purpose:** Increase member engagement and event conversions via targeted content.

**Actions:**

- Segment **email lists by interest** (e.g., woodworking, entrepreneurship, biotech).
  - Automate **personalized updates** based on engagement and event history.
  - Feature **maker spotlights**, class recommendations, and calls-to-action.
  - Test **subject lines and content timing** quarterly.
  - Publish a **monthly public newsletter** highlighting community projects.
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## OUT O#3 S#1 – Targeted Outreach and Co-Created Offers

**Purpose:** Increase participation from underrepresented communities through partnerships.

**Actions:**

- Partner with **trusted community organizations** to co-design introductory programs.
  - Offer **scholarships and sponsored seats** via those partners.
  - Develop **bilingual materials** (Spanish and English).
  - Publicize **community success stories** that demonstrate inclusivity.
  - Track participation by **zip code and demographic trends**.
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## OUT O#3 S#2 – Diverse Instructors and Storytelling

**Purpose:** Reflect community diversity through representation and voice.

**Actions:**

- Recruit instructors and facilitators from **varied backgrounds and expertise**.
  - Feature **maker stories** through blog posts, videos, and in-class highlights.
  - Celebrate **heritage months** and culturally themed events.
  - Maintain **database of potential guest instructors** representing underrepresented communities.
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## OUT O#3 S#3 – Community Leader Partnerships and Discount Programs

**Purpose:** Strengthen ties to local networks and make access more equitable.

**Actions:**

- Partner with **veterans' groups, schools, and cultural centers** for promo codes and workshops.

- Offer **group nights** or “maker takeovers” tailored to their interests.
  - Track **organizational referrals** and repeat participation.
  - Evaluate **discount impact** annually on conversion and retention.
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## OUT O#3 S#4 – Accessible Marketing and Welcome Experience

**Purpose:** Ensure MakeHaven feels welcoming and accessible to everyone.

**Actions:**

- Conduct annual **marketing imagery review** for representation.
  - Add **accessibility and inclusion language** to all communications.
  - Train staff and volunteers in **inclusive greetings and tour practices**.
  - Offer **evening and weekend tours** for working families.
  - Add “**What to Expect**” **orientation guides** on the website.
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Reference Documents

- [Marketing Plan 2017](#)
  - [Member Experience Journey](#)
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## KPIs (Measures)

Measure	Baseline (2023)	2-Year Goal (2025)	5-Year Goal (2029)	How Measured / Notes
Total new member signups	<i>(fill)</i>	+20%	+50%	CiviCRM reports
Total recurring revenue	<i>(fill)</i>	+15%	+35%	Stripe/Xero MRR
First-time workshop participants	<i>(fill)</i>	+25%	+60%	Event registrations
Workshop → Member conversion rate	<i>(fill)</i>	+5 pp	+10 pp	CRM tracking
Tour → Member conversion rate	<i>(fill)</i>	+7 pp	+12 pp	Tour + CRM data
Email list size	<i>(fill)</i>	+25%	+60%	ESP metrics
Website visit → conversion rate	<i>(fill)</i>	+3 pp	+7 pp	Google Analytics
Diversity of participants	<i>(fill)</i>	+10%	Match community demographics	Shared with DEI

*pp = percentage points*

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