Focused Marketing Plan for MWSA

This paper is designed to get us started with a marketing plan. Consider it a "murder board" to exchange ideas and begin a structured program for our overall marketing efforts.

Step 1: Set SMART Marketing Goals for MWSA

SMART = Specific, Measurable, Attainable, Relevant, and Time-based.

Here are examples tailored to MWSA:

Instead of: "Increase awareness of MWSA." Try:
"Increase our newsletter subscribers by 25% in six months by promoting a sign-up link on our book review pages and at conference events."

Why this works:

Specific: Grow the MWSA newsletter audience

- Measurable: 25% increase
- Attainable: Use existing website traffic and events
- Relevant: Builds community and awareness
- Time-Based: Six-month goal

Another example:
"Increase annual donations by 15% by sending a targeted, story-driven email series to past donors before the end of the awards season."

Now it's your turn—define one SMART goal for each key area:

- Membership Growth
- Donations & Sponsorships
- Website Traffic or Newsletter Engagement
- Event Participation

Step 2: Create MWSA's Marketing Plan

Here's a version of the plan that works perfectly for a volunteer-based organization like MWSA:

1. Clarify MWSA's mission statement (helping veterans, authors, and artists share their stories).
2. Define 1–3 SMART goals (start small—membership, visibility, and fundraising are good starters).
3. Identify your key audiences:
    a. Military and veteran authors
    b. Family members and supporters
    c. Book reviewers and readers of military-themed works
    d. Writing educators and veterans' programs
4. Choose your core channels:
    a. Website (mwsadispatches.com)
    b. Newsletter (Dispatches)
    c. Facebook, Instagram, and YouTube
    d. In-person events like the annual conference
5. Craft consistent messaging:

    a. “Helping military writers share their stories.”
    b. “Supporting veterans through writing, publishing, and storytelling.”
6. Build a simple content calendar:
    a. Monthly feature: member spotlight or award-winning author
    b. Quarterly: newsletter and press release
    c. Weekly: social media posts highlighting reviews, books, or writing tips
7. Measure and adjust:
    a. Track web traffic, social engagement, and new memberships each month

Step 3: MWSA Homework (Optional but Impactful)

- Draft 1–3 SMART goals based on your 2025 initiatives (awards season, member outreach, conference growth).
- Identify which audience each goal serves.
- Assign a team lead or volunteer champion to each goal.
- Update your marketing calendar to reflect these priorities.