

Marketing Plan  
Principles of Marketing  
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## Executive Summary

Our goal is to create a more adaptive Senior Center that reaches out not only to the Seniors in the community, but the entire community as a whole.

This includes insights on the following:

- Situational Analysis
- Environmental Analysis
- Company, Competition, Customers, and Context
- S.W.O.T. Analysis
- Objectives, Strategies, and Tactics
- PPPP
- Implementation Plan
- Marketing Budget
- Performance Evaluation
- Advertisement



## **Situational Analysis**

- Organization: Platteville Senior Center
- Mission: Transition from Senior Center to Platteville Community Center in order to help create a new foundation for the organization to expand
- History: Open in 1978 have been serving the citizens of Platteville ages 50+ in ways such as serving meals, providing transportation, and various other activities
- Location: Currently reside at 55 S CT. Platteville, WI
  - Goal is to move to O.E. school for new location. The school provides more space for activities that would not be possible to accomplish at the current

**Location due to space restrictions.**



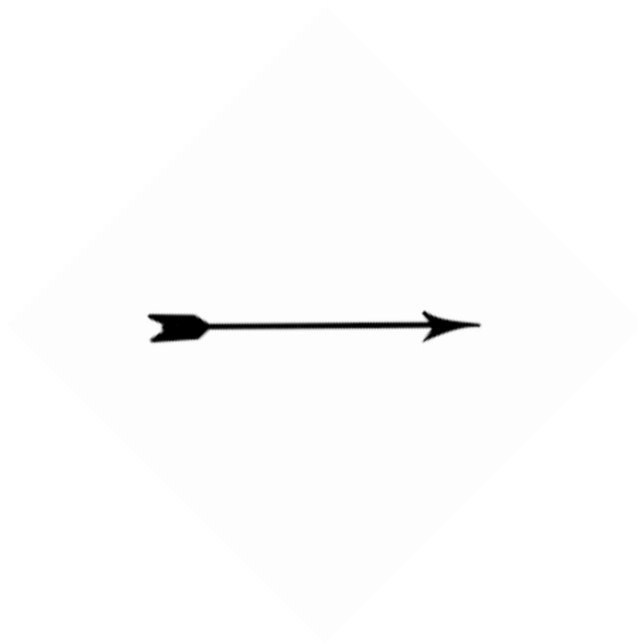
## **Environmental Analysis**

- The Senior Center is in danger of losing many of their resources due to ongoing budget cuts from the city of Platteville
  
- **Environmental Factors**
  - The budget cuts= affecting the quality of the experience
  
  - The Location= restricting to other opportunities
  
  - Services being cut due to low budget
    - Bus service
  
    - Hours senior service is open



## **Target Market**

- The current target market for the Platteville Senior Center is people of ages 55 and up.
- When looking towards a more “community” center aspect this target market changes.
- The target market then becomes the community as a whole.
- This includes older adults, young adults, seniors, and children.
- The target market is important so you know how to specifically meet the needs of your audience.



## Current Senior Center

The pictures below include insights on the current senior center. This includes the building, bus, and the main floor.



## **Company**

- The Platteville Senior Center offers social, recreational, educational and health-related services and activities for those over age 50.
- We offer an enriched and enhanced life to our members by giving them a home away from home
- The company's mission is to reach the entire community and offer a warm home to anyone who needs it.
- We provide members with meals and activities throughout the day that allow them to be social with other community members within the community
- We have a Bus that provides transportation for members that can't get to the center otherwise
- Help provide daily emotional support when needed as well as keep certain members physically active that wish to be.



## **Competition**

- The senior center doesn't have a true competitor besides its self.
- The biggest competition is improving and continuing to make the Platteville Senior Center and place for all and no longer just a place for people 50 and older.
- Our greatest strength is that we have loyal customers and people that love to volunteer to help us and in doing so help the community
- Our Biggest weakness is our budget cuts and finding money to keep the center running in great conditions.



## **Customers**

- Historically our customers are people that are 50 years old or older.
- We are now moving past that and want to make our senior center more of a family friendly community center.

## **Types of Customers**

### **Senior Center**

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### **Community Center**



## Context

- Like we previously mentioned cutting the budget makes it tough to continue to fund the bus rides and meals for the center
- Moving the Center to a new location helps financially and gives us a chance to reach out to the whole community
- The biggest transition is rebranding ourselves as a community center for all and not just a senior center for the elderly



- The best way to rebrand ourselves is to run events around to with the youth
- Local high school fundraisers and events like raffles help branch out to a younger group
- Also adding a daycare helps add a whole family aspect to our center



## **S.W.O.T. ANALYSIS**

### **Strengths:**

- Strong community base
- Strong support system
- Currently in a transition stage where they can reinvent themselves

### **Weaknesses:**

- Low Budget
- Seniors who are used to the familiarity & don't want change

### **Opportunity:**

- Reconstruct Senior Center into Community Center
- Expand to a new location
- Bring in more revenue for the Senior Center

### **Threats:**

- The City of Platteville cutting their budget more
- Senior Center not being able to afford to survive another budget cut



## **Objectives**

Our goal is to create a more adaptive Senior Center that reaches out not only to the seniors in the community, but the entire community as a whole.

- Draw in more of the community
- Target market aimed at younger generations
- Create more involvement
- More involvement leads to more recognition
- Recognition leads to growth
- Growth leads to stabilization
- Stabilization comes through helping hands
- Helping hands comes back to the community



**The community involvement is the key to stabilization in the current Platteville Senior Center. With helping hands the new and improving community center will succeed in all the correct aspects. A community center is solely revolved around its community.**

## **Strategy**

With the presented new location of the Senior Center, the old elementary gym, there are many different opportunities that can be utilized through it. Opportunities such as the following:

### **Open the Gym**

One the old school is rented out, opportunities are already set. Opening the gym for classes such as yoga and exercise can bring in a profit to benefit the potential community center. Another option is to create an after school program for children whose parents work full time. This will not only benefit the community center, but it creates job opportunities in Platteville as well.

### **Fees**

To utilize the gym, a monthly fee or one time entry fee is another profitable route. Each fee will be determined by the age of the person utilizing the gym.

### **Speakers**

Providing speakers at current surrounding schools is a positive way to inform the younger generation to volunteer for help. A useful strategy in this includes bringing participants and workers from the current Senior Center and informing the schools about their situation and what they can do to help.

### **Social Media**

Yet another strategy involves a more up-to-date and technologic approach. Twitter, Facebook, email, and Instagram are all positive ways to actively inform the current public about the situation and how they can proceed to help. There are donation opportunities on each of the social media sites as well.

### **Newsletters**

The current Senior Center provides a monthly newsletters. A constructive way to extend this includes sending these newsletters to local businesses (hospitals, banks, etc.). Once again, informing the public about the situation.

## **Tactics**

Three main diplomacies involved are the younger generation, fundraising, and endorsements. With these diplomacies, succeeding ideas are followed.

<b>YOUNGER INVOLVEMENT</b>	<b>FUNDRAISING</b>	<b>ENDORSEMENTS</b>
Charge for daycare- \$10 an hour for each child.	Decal Platteville stickers for cars, computers, etc.	Contact local businesses to inform them about the situation and ask for donations.
Charge for gym use- \$3 entry fee. \$10 monthly gym membership.	Ask local high schools and churches for donations. (Option for donation boxes).	Offer advertisement in the community center newsletter for each endorsement given.
Ask for volunteer yoga instructor, if required pay, give 50% profit to instructor. \$8 per person, per class.	Place donation boxes at local gas stations, banks, and businesses.	
Speaker to inform local high school students about the current situation and volunteering opportunities.	50/50 Raffle tickets at local sporting events.	

# **PPPP**

## **Price**

- The Platteville Senior center is currently working with and \$80,000 budget.
- Rumored that in the next year it will but cut down yet another \$30,000 making the budget in the future total up to \$50,000.
- Because meals are a separate entity, that portion of the money cannot be touched and is set in stone.
- Fundraising, volunteering, and involvement throughout the community will be a helpful boost in trying to reach the goal of recreating that \$30,000 pay cut.

## **Place**

- The current location of the Platteville Senior Center is 55 S Court St, Platteville, WI 53818.
- This entitles a space for meals, socializing, and room for playing games.
- But, because of the price cut, the senior center might not be in the budget anymore.
- The next availability option is O.E. school in Platteville.
- This location entitles classrooms, and a potential gym to rent out.

## **Promotion**

- The promotion key is to raise awareness to the Platteville Community.
- By doing so, more and more people will understand the situation of the current Senior Center and have opportunities to volunteer and help.
- The promotion involvement will be centered on local colleges, businesses, churches, and schools.
- Again, creating involvement in the younger generation and converting the Senior Center to more of a "Community Center".

## **Product**

- The product is the Senior/ "Community" Center
- By using this product, it will convert it to be more adaptable to the younger generation and bring in more awareness on the current situation.



## **Implementation Plan**

The point of the implementation plan is to outline how the company will implement its marketing strategies.

### **Location**

- Current location needs to be changed from the current location downtown to the new location which will be an old school
- This is a feasible option financially as we were told by Jon Meidinger who is the current manager
- This move needs to be made immediately to save costs because of the upcoming budget cuts

### **Social Media**

- This will be touched on in further detail in the upcoming pages, but essentially this means having a stronger presence on platforms such as Twitter, Facebook, and Instagram to relate with the younger population

### **Fundraising Events**

- Through the Platteville High Schools and through UW-Platteville we can get the word out of our new and improved Community Center
- Selling stickers and T-shirts that have the logo of the Community Center on them will be a quick way of raising funds initially before we implement fixed actions to raise substantial amounts of money

## **Marketing Budget**

The marketing budget is an approximation of some of the costs to run the organization and market.

	Staff Salary	Advertising Costs	Fundraising
Quarter 1	\$8,750	\$5,000	\$6,000
Quarter 2	\$8,750	\$5,000	\$6,000
Quarter 3	\$8,750	\$5,000	\$5,000
Quarter 4	\$8,750	\$5,000	\$4,500

- We expect to make more money from fundraising in Quarters 1 and 2 because UW-Platteville will still have students that are attending classes
- Advertising cost is a fixed amount for all 4 Quarters because we are given a fixed budget and will be losing funding money in the coming years and costs need to be kept to a minimum

## **Performance Evaluation**

Performance Evaluation is an explanation of how the company will evaluate the performance of the implemented plan.

- **Performance Standards**

- Monthly reviews will be performed to set financial standards
- If standards are not met then changes will need to be made

- **Financial Control**

- At least 30% of monthly income should be coming from the new involvement of the younger generation
- Approximately 35% of monthly income should be coming from the local endorsements and sponsorships
- The remainder of the Community Center income should be derived from the local fundraisers and donations from the community

- **Monitoring Procedures**

- After touring and meeting with the current staff, they have a great understanding of the community
- Monthly staff meetings will cut down confusion for the staff of the Community Center

## **Advertisement**

The point of advertisement is to get the Platteville Senior Center noticed throughout their community.

### **Social Media**

This includes Facebook, Twitter, and Instagram.

- Facebook will be utilized by informing people about how they can help and what the future is looking like in transformation. Pictures may be posted here to show the public what the center looks like and how it might be used in the near future.
- Twitter is used by many adults and young adults. This social media site can inform the public with up to date information on daily tasks and involvement each day around the center
- Instagram is a picture site which can also be used by businesses and offers places where people can donate. This site is good for the public to visualize day to day activities.

### **Radio Station**

- Queen B is a local radio station that can provide listeners with information about the current situation and how they can donate or volunteer.

### **Local Newspaper**

- Putting ads in the local newspaper is an idealistic opportunity for the majority of the public to see and act out upon.

