MARKETING PLAN

Planning

1. What do new residents want in a community?
   a. Who is coming now and what brought them here?

2. What potential new resident groups do we target?
   a. what community characteristics match up with these groups?
   b. why are we a good match?

3. **What is our message and how do we reach them?**
   a. Products – benefits to them
   b. Pricing – value & cost
   c. Promotion – methods to use
   d. Place – locational assets

fit

Things we can't do a lot about…

Competition
Legal/Political
Demographics
Technology
Culture
Physical Environment
Economy

What assets can we build on?

fit

Things we CAN do something about:

Vision
Mission
Objectives &
Marketing Goals
Strategies /actions
Culture

What assets can we build on?