

ABC's of Developing Strategic Marketing Plans



National Association of Campus Card Users
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Robert C. Huber, CMC

Campus Card Business Consultant
ROBERT HUBER ASSOCIATES
Scottsdale, Arizona

Marketing Plans



Outline

1. **What is Marketing?**
2. **Strategic Marketing?**
3. **Case Study - Branding**
4. **Strategic Marketing Tips**

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What is Marketing?



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“Marketing is not Sales!”



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Marketing

The active and ongoing process of establishing, developing and preserving a **relationship**.

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Customer

A person who purchases products or services on a **personalized** basis which usually results in a **long-term** relationship.

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Consumer

A person who purchases products or services on an **impersonal** basis which usually results in a **short-term** relationship.

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Strategic Business Plan



Marketing Plan



Position



Brand

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Strategic Business Plan

An external survival plan of an organization.

Marketing Plan

An internal survival plan of an organization.

Market Position

The image you project to your customers.

Brand

The image your customers perceive.

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Marketing Plan

A strategic business map which includes:

- ▶ Our product or service.
- ▶ Where we are now.
- ▶ Where we are going.
- ▶ How are we going to get there.

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Who should craft a Marketing Plan?

- ▶ Internal Team
- ▶ Internal / External Team
- ▶ Professional

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What is Strategic Marketing?



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Strategic Planning 101



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Strategic Planning 101:

- ▶ **Shared Vision**
- ▶ **Mission**

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#28

Navigation Tools



Vision Statement

What you SEE! (moon)



Mission Statement

What you DO! (shuttle)

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Navigation Tools



Vision Statement

“We envision our campus card program will ...”



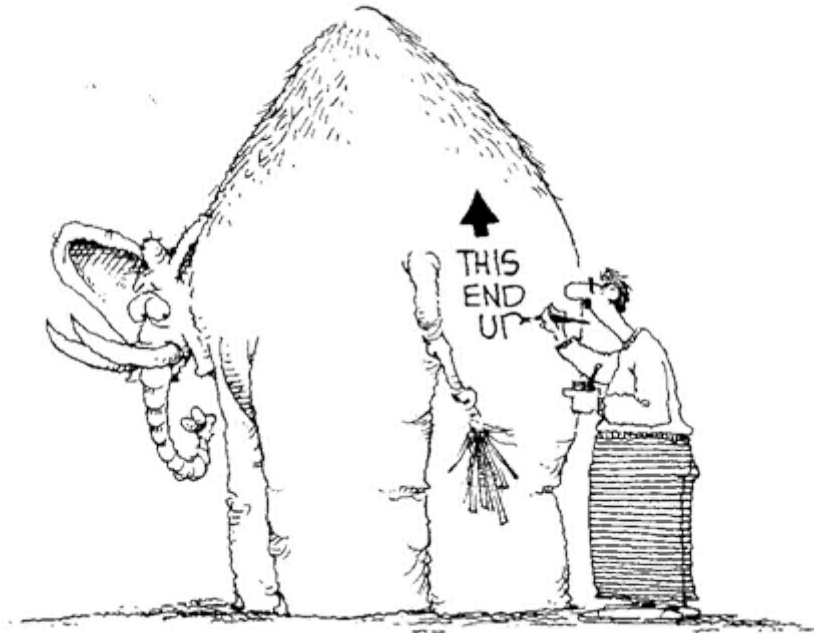
Mission Statement

“We will endeavor to...”

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What Are You Selling?



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Strategic Planning 101:

- ▶ **Needs Assessment**
- ▶ **Requirements**

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Strategic Planning 101:

- ▶ **Strategies**
- ▶ **Tactics**

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Strategic Planning 101:

- ▶ **Strategies**
- ▶ **Tactics**



Marketing Plans



Plan of Action

1. **Define** Your Product
2. **Develop** Your Brand
3. **Target** Your Audience
4. **Implement** Your Program
5. **Assess** Your Endeavors

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Annual Audit

- ▶ **All Printed Materials**
- ▶ **All Virtual Pages**
- ▶ **All Signage**

“Prepaid Services”

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Case Study





Brand Development

Case Study

Missouri Southern State University
(Joplin, MO)

Program Name



Objectives

- ▶ To enhance, support, and promote the image of Missouri Southern State University.
- ▶ To enhance, support, and promote the image of the Lion card campus card program.
- ▶ To establish a recognizable "brand" for the MSSU Lion card program.

Program Name



Strategies

- ▶ To develop a Program Name that students, employees, alumni, and members of the local community will associate with MSSU.
- ▶ To develop a Program Name that will support a "family" of program marketing materials.

Program Name



Tactics

- ▶ To develop a simple Program Name that is easy to visualize, read, spell, speak, and pass along to others.
- ▶ To develop a Program Name that adheres to brand images, case format, and spelling.

Program Name



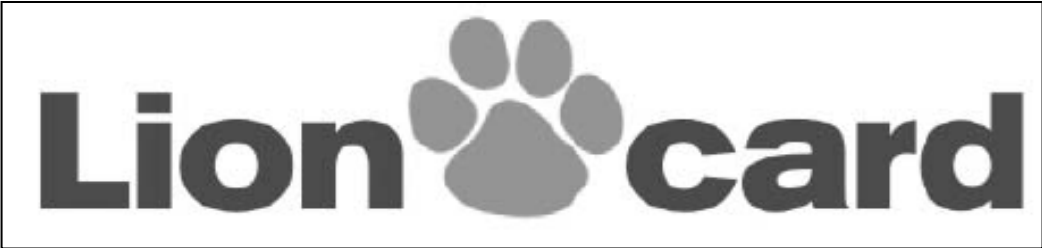
Lion card

Lion card

Program Logo



Program Logo



Program Logo



Merchant / POS Logo



Card Design



Card Family



Lioncard

<p>Michelle M Allerheiligen-Rutherford 09-999-999-9999 MISSOURI SOUTHERN STATE UNIVERSITY STUDENT</p>	<p>Michelle M Allerheiligen-Rutherford 09-999-999-9999 MISSOURI SOUTHERN STATE UNIVERSITY FACULTY / STAFF</p>
<p>Michelle M Allerheiligen-Rutherford 09-999-999-9999 MISSOURI SOUTHERN STATE UNIVERSITY VENDOR</p>	<p>Michelle M Allerheiligen-Rutherford 09-999-999-9999 MISSOURI SOUTHERN STATE UNIVERSITY ALUMNI</p>
<p>Michelle M Allerheiligen-Rutherford 09-999-999-9999 MISSOURI SOUTHERN STATE UNIVERSITY CONFERENCE</p>	<p>Michelle M Allerheiligen-Rutherford 09-999-999-9999 MISSOURI SOUTHERN STATE UNIVERSITY AFFILIATE</p>

Design "A"
(without clip slot)

Version2-08/26/09

Card Family



Lioncard

Michelle M
Allerhelligen-Rutherford
09-999-999-9999

MISSOURI SOUTHERN STATE UNIVERSITY

STUDENT

Michelle M
Allerhelligen-Rutherford
09-999-999-9999

MISSOURI SOUTHERN STATE UNIVERSITY

FACULTY / STAFF

Michelle M
Allerhelligen-Rutherford
09-999-999-9999

MISSOURI SOUTHERN STATE UNIVERSITY

VENDOR

Michelle M
Allerhelligen-Rutherford
09-999-999-9999

MISSOURI SOUTHERN STATE UNIVERSITY

ALUMNI

Michelle M
Allerhelligen-Rutherford
09-999-999-9999

MISSOURI SOUTHERN STATE UNIVERSITY

CONFERENCE

Michelle M
Allerhelligen-Rutherford
09-999-999-9999

MISSOURI SOUTHERN STATE UNIVERSITY

AFFILIATE

Design "C"
(with clip slot)

Version2 -08/25/09

Direction Signs



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Strategic Marketing Tips



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Tip #1

Target Your Customers



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Who Are Your Customers?

- Students (U)
- Students (G)
- Faculty
- Staff
- Adjuncts
- TAs
- Administrators
- Alumni
- Parents, Relatives
- Prosp. Students
- Vendors (On-Site)
- Vendors (Off-Site)
- Merchants (Local)
- Suppliers

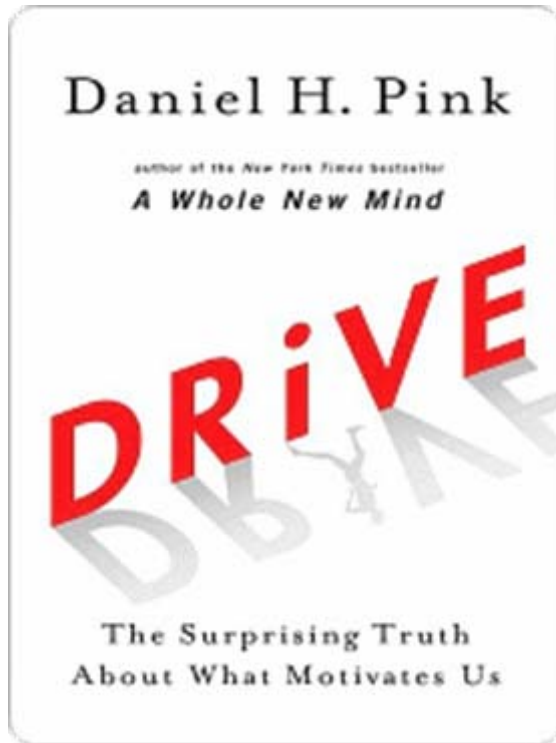
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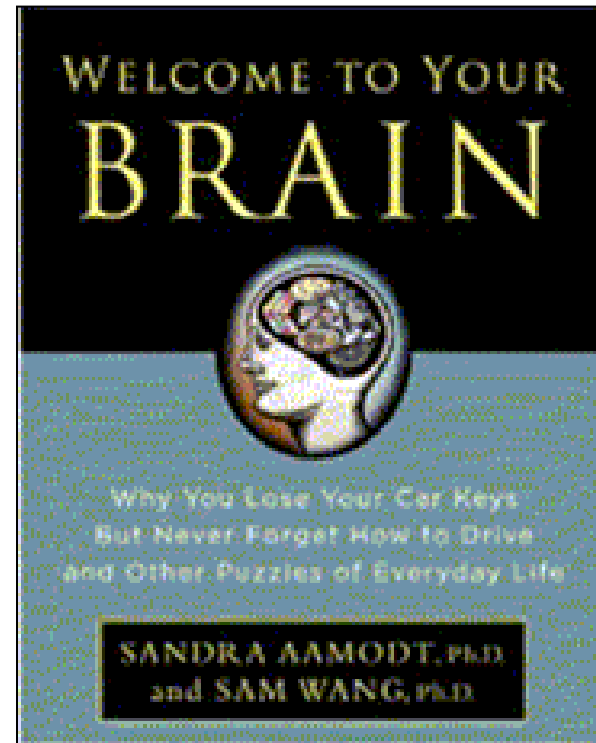


www.Beloit.edu/mindset

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DANIEL PINK



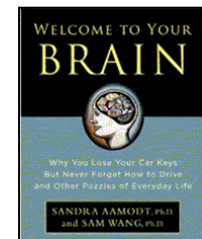
AAMODT & WANG

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12. Which of the following is the hardest thing your brain does?

- (a) Doing Long Division
- (b) **Looking at a Photograph**
- (c) Playing Chess
- (d) Sleeping



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Tip #2

Use The Proper Tools



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Doc,
Just give me ...
whatever you
gave to your
last patent!



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Marketing Tools

- Advertising
- Analysis
- Brochures
- Communications
- Demographics
- Design
- Displays
- Distribution
- Education
- Fund Raising
- **Graphics**
- Image
- Media
- Merchandising
- Monitoring
- Newsletters
- Niche Markets
- Observations
- Packaging
- Pilots
- Polling
- Pricing
- **Promotions**
- Public Relations
- Publications
- Publicity
- Research
- **Sales**
- Signage
- Social Media
- Special Events
- Surveys
- **Web Sites**

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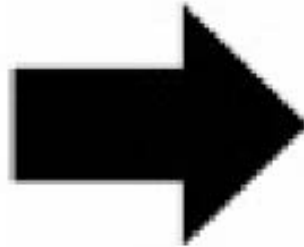


Tip #3

Signs of the Times

- ▶ **Signs Are For Visitors & Rookies!**
- ▶ **Can A Freshman Find Your Office?**
- ▶ **Use Arrows & Your Logo**
- ▶ **Temporary Signage is Mandatory**
- ▶ **Add “Map” To All Website Footers**

Lion card





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Tip #4

Sell the Sizzle!

- ▶ **Tour Guide Badges**
- ▶ **Campus Tour Courtesy Cards**
- ▶ **Parents & Grandparents Cards**
- ▶ **VIP Artist Series Cards**
- ▶ **Camps & Conference Cards**

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Tip #5

Yellow Brick Road

- ▶ Service Center
Home Page

“Add Funds”

“Deposit Funds”



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Tip #6

Ease-of-Use Test

- ___ **Start:** Institution Home Page
- ___ **To:** Campus Card Home Page
- ___ **Find:** Add Funds as a Guest
- ___ **Add:** \$ 1.00 to Your Card (FLEX)

In 2:00 minutes or less....



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Tip #8

K.I.S.S. URLs

- ▶ <http://www.db.XXXX.edu/campus/administrative/departments/egcard/>
- ▶ www.salemstate.edu/clippercard
- ▶ www.MSSU.edu/lioncard
- ▶ www.FenwayCard.com
- ▶ www.BuckID.com



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Tip #9

All in the Family

Do all collaterals reflect your “**Family Brand**”?

- ▶ **Print:** Card Designs, Brochures, Flyers, Memos, Fax Sheets, Business Cards, Letterhead, Deposit Forms, Downloadable Forms, Local Ads, etc.
- ▶ **Signs:** Posters, Banners, Interior Signs, Exterior Signs, Temporary Signs, Newsletters, etc.
- ▶ **Web Pages** (IHE, Campus Card, Food Service, Library, Student Affairs, Summer Camps, etc.).

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Tip #10

Litmus Logo Test

- ▶ **Collect:**
All Campus Card Designs, Campus Card Logo/s, IHE Logo/s, Business Partner Logos
- ▶ **Photocopy** all logos (black/white)
- ▶ Is it time for a “**Logo Makeover**”?

CARDtalk

NACCU
Under the Desert Sky
2010
PHOENIX
17TH ANNUAL CONFERENCE
APRIL 18 - 21



Blackboard



CARDtalk

NACCU
Under the Desert Sky
2010
PHOENIX
17TH ANNUAL CONFERENCE
APRIL 18 - 21



Blackboard



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Tip #11

Card Identity Crisis



Way Too Busy!



Panoramic Denial.

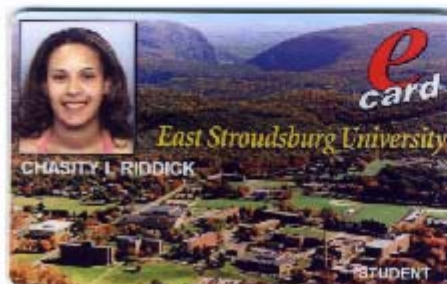
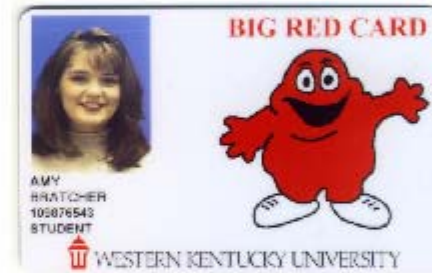


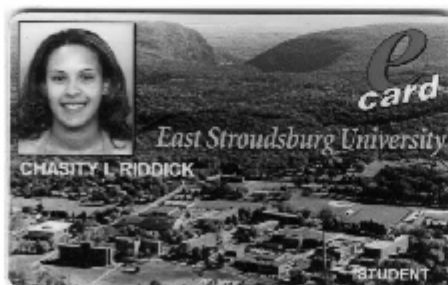
Brand Challenged.



Card Design Litmus Test...







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Tip #12

Brand, Brand, Brand

**Is Your Campus Card Program
“Fully Branded”?**



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Tip #13

Even a Caveman...

▶ **Vending Demo**

- Supplier “loaner”
- Product donated
- Acknowledgements
- So easy...



▶ **CardBook®**

- Mini-brochures
- Policies & Contacts
- Campus Apps Map
- Sponsored







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Tip #14

Have a Pizza Party!



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Instant Survey

1. \$ 10 cash ?
2. \$ 10 cash ... off-campus ?
3. \$ 10 cash ... off-campus ... non-food ?

Repeat once a semester!

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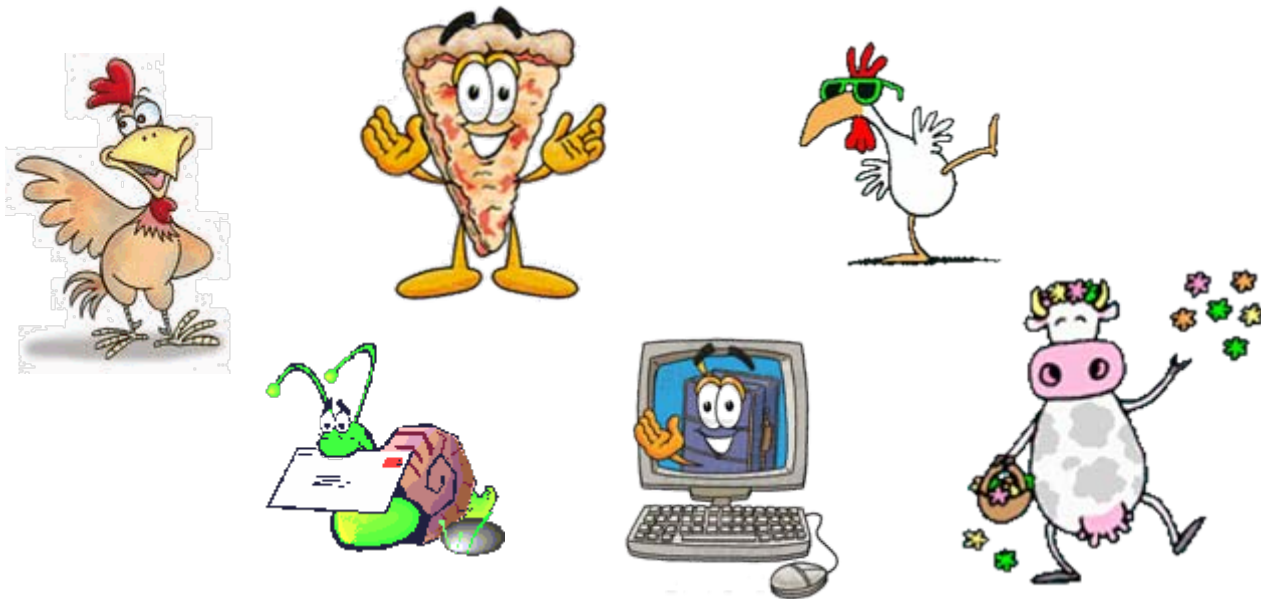
Tip #15

Convenience Factor

How Easy Is Your Office To Do Business With?

- ▶ **Shoppers (Internal)**
- ▶ **Shoppers (External)**
- ▶ **Scavenger Surveys (Off-line)**
- ▶ **Tour other Campuses**

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Think Like A Customer!



Thank you!

Consultant Overview

Robert C. Huber, CMC has been a pioneer and leader in the campus card industry for the past 30 years.

Bob is a certified business consultant, specializing in all aspects of campus card programs, including business assessments, implementations, technology conversions, RFP's, SOW's, vendor negotiations and multi-site operations.

Robert Huber Associates is a long-term NACCU business associate and extends professional discounts to NACCU, NACAS, AACC, CCBO and COPLAC members.

www.AllCampusCard.com

Consultant Independence

Robert Huber Associates is a vendor independent business consultancy and is not affiliated with, nor receives compensation from, any current campus card industry card system vendors, card suppliers, card institutes, financial institutions, telecommunications companies, web-based transaction firms, or vendor consortiums.



Robert C. Huber

Consultant Contact Information

Robert C. Huber, CMC

Campus Card Business Consultant

ROBERT HUBER ASSOCIATES

9446 East Jenan Drive

Scottsdale, Arizona USA 85260

(480) 551-0520

(888) 277-3118 toll-free

huber@AllCampusCard.com

www.AllCampusCard.com