

Question 4

Devise a marketing plan to make ALZ a leading player in the Charity sector.

Aim

To be a leading player in the charity sector

Mission

Fighting against dementia working towards finding a cure, providing a support and information to current sufferers and cares and raising awareness about dementia in the UK

External analysis & Internal analysis

- See figurefor the PESTEL analysis and Porters five forces analysis
- See figure ...for resources and resources and assets

Both the external & Internal analysis into SWOT and work with strategic match and factors to watch. –

- 1 – Government effort to solve situation & Involvement in national strategies & Excellent lobby
- 2 – Predicted growth in charities income
- 3 – Not strong enough brand & Donors giving to big brands or local & recession reducing the pot of money
- 4 – Difficult recruitment of first time donors & Relationship MG & exploiting of new technology

Objectives

Continue with current strategy and in addition to:

1. To identify a possibilities of partnership to grow by the end of 2010
2. Triple awareness through building the brand in X years time
3. Triple income through focusing on B2B donors and high net worth individuals in X years time.
4. To improve the medical services provided to current sufferers through training by 30% year on year

Marketing strategy

To increase brand awareness and income through developing relationships.

- Increasing funding
- Brand awareness
- Find a partner

Competitive advantage

Leading dementia charity in a niche market with good lobbying & PR skills

Segmentation & Targeting

B2B – B2C

B2B – big companies with ethical approach

B2C – High net worth individuals with interest in dementia & ABC1

Positioning

Leading dementia charity finding the cure & improve quality of life of current sufferers

Action plan & Marketing Mix

People – relationship marketing with B2B donors

Place – through branches, care homes, GP surgeries, Internet

Promotion – PR, lobby, advertising – new media, direct mail, celebrity endorsement, event management

Physical evidence – branding focus

Product - information, training

Price

Control

Balanced scorecard

- Health charities market share
- Measure awareness
- PR coverage
- No of donations & size & frequency
- Donor satisfaction
- Website hits, phone line enquiries

1. To identify a possibilities of partnership to grow by the end of 2010
 - Research current health charities market to find the match complimenting ALZ
 - Factors to consider

- Level of income (group of donors (access to B2B, B2C))
- Capability in raising awareness
- Current brand strategy & strength
- Lobbying strength
- Cultural fit, values, mission

2. Triple awareness through building the brand in 2 years time