



GreenPlay Enhances Strategic Marketing Services

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As parks and recreation services and other organizations look for ways to build relationships with their communities, strategic marketing becomes an essential business tool. Like a systems plan, a marketing plan should not, and cannot, happen through a patchwork approach. Recognizing this, GreenPlay is enhancing services for Strategic Marketing Plans for Parks and Recreation agencies.

If your agency has not completed this type of plan, it can seem like a big undertaking, but there are steps that can be taken to make this process simple and effective. To begin to develop a strategy it is important the following steps occur:

- Develop a consistent brand
- Develop goals for the marketing effort as a whole
- Define target markets and segments
- Define goals for channels of communication
- Define the content guidelines for each channel
- Define evaluation methods for marketing efforts

Each of the items above can be read as steps of where to start, meaning that if the brand of your agency is not defined, it cannot necessarily evaluate its current efforts. Or if your agency doesn't know its target market then it cannot evaluate its channels. Without

these steps in place, marketing efforts cannot be effectively developed or evolved.

If your agency is not budgeting for marketing, or if you don't have a marketing staff or plan, then you're probably not communicating with your target market effectively. Even a simple, bare-bones plan can help maximize whatever investment your agency spends on marketing. A well-planned, strategically focused marketing initiative can make a big difference in support and participation.

GreenPlay understands that accomplishing goals and initiatives in the public arena requires involvement and "buy-in" from your community. We also know that conveying positive and valid information to your stakeholders is one of the most important parts of running an agency. We can help to engage your stakeholders and help them to feel involved in the process.

We work to build relationships. We design strategies that reach out to your most important markets, including those in the political, internal, and public arenas. Whether you need approval of a planned project, increased participation, better staff involvement, or just a higher level of recognition in the public eye, we can create and implement all aspects of a strategic marketing plan that will help you accomplish your goals.