

Marketing Projects

Estimated timeline of project: 4 months

Number of BVA consultants on project: 3

Types of marketing projects:

- **Branding**
 - Does your organization lack a brand? Does it need a re-brand? BVA consultants will work with you on creating the right brand for your organization. Branding is more than logos and colors - it's mission critical for maximizing business success. It's an investment in your organization.
- **Messaging Plan**
 - How to effectively communicate with the audience you currently have and audiences you want to gain. An overall messaging plan will help guide all external communications.
- **Marketing plan**
 - How to promote your organization and its mission with an overarching marketing plan. Promoting from show to show, promoting for a season, promoting your brand, etc. instead of promoting on an ad hoc basis. You're thoughtful and strategic about your marketing.
- **Communications**
 - Creating an internal communications plan for an organization. Who communicates to whom, who is responsible for communicating externally, what is that communication, etc.

*These projects do not include creating marketing/promotional materials or website development

How to know if you're ready for a marketing-type project

- You have board or staff members that are willing and able to participate in the entire engagement with the BVA team
- Board and staff members who can implement the outcome deliverables.

Background materials that your BVA team may request (if you have them)

- Any current promotional, marketing, branded materials
- Access to social media accounts

Potential deliverables

- A new brand for the organization
- PowerPoint presentations
- Guidelines on using deliverables