



Marketing Evaluation and Planning

Common Impact's marketing services will enhance your brand so you can focus on what you do best: delivering services that strengthen our communities.

WHAT'S THE BENEFIT?

A Common Impact Consultant will evaluate your current marketing efforts and uncover the answers to the following questions, helping to build your brand and address your greatest marketing challenges:

- What value do you deliver to constituents?
- What makes your organization unique?
- Do internal stakeholders describe your mission and programs consistently?
- How well do external stakeholders understand your work?
- Who are your target audiences?
- How do your peers position themselves?
- What talking points should you always be sure to cover in conversations?
- How should you tailor your messages?
- Do your materials convey your messages?

The marketing planning process culminates in the development of a brand platform: clear, concise messages your organization can use to build awareness of its work. Once your brand platform is in place, we connect you to teams of corporate professionals to implement tactical projects such as a new brochure or website.

(Note: Our marketing evaluations do not look specifically at how to increase your fundraising success, except to the extent that we help you develop compelling messages that can be tailored specifically to funders.)

HOW DOES IT WORK?

We gather insights from internal and external stakeholders using a combination of surveys, in-person interviews, external market research, and document reviews. We also form a Marketing Advisory Board, representing a cross-section of your staff and constituents, to review our findings and provide feedback on the new marketing messages.

LEARN MORE

→ Sign Up for Marketing Services

<http://www.commonimpact.org/contact/service-inquiry/>

→ Read a Case Study

<http://www.commonimpact.org/work/>

→ Contact Us

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