DATACENTER MARKETING GROUP
REGULAR MEETING 110811

Discussion/Planning Guide

Agenda Item 1 - Defining Vision

1. Marketing vision speaks to development of an action plan that creates a lofty goal to which the Company can aspire. This vision informs all marketing efforts, produces action steps, allows for the measurement of progress and allows for modification of thought processes as the plan meets reality through implementation. It summarizes the company's goals, marketing purpose and marketing picture.
2. Vision should address the following important elements
    a. Goals
        i. Business
            1) Sale projections
            2) Profit margin estimates
            3) Repeat business
            4) Gross/Net income
        ii. Strategic
            1) Establishing position in industry
            2) Improving customer satisfaction
        iii. Tactical
            1) Building marketing team
            2) Promotions
    b. Marketing Purpose
        i. Identify higher purpose for marketing plan
            1) Improving lives through access to modern technology
            2) Providing infrastructure to transform Haiti into a business-friendly and enabling environment
    c. Marketing Picture
        i. Describe the defining sensory perception you want to leave in the hearts and minds of potential clients

Agenda Item 2 – Defining the ideal client

1. Identifying Ideal Customer
    a. Demographics
        i. Age
        ii. Income
        iii. Occupation
    b. Psychographics
        i. Motivations
        ii. Values
        iii. Fears
    c. Behaviors
        i. Habits (Family/Community Orientation)
    d. Geographics
        i. Where they live
2. Identify common need, frustration or desire among clients that our business can solve