



# **JA COMPANY PROGRAM** **VP MARKETING**

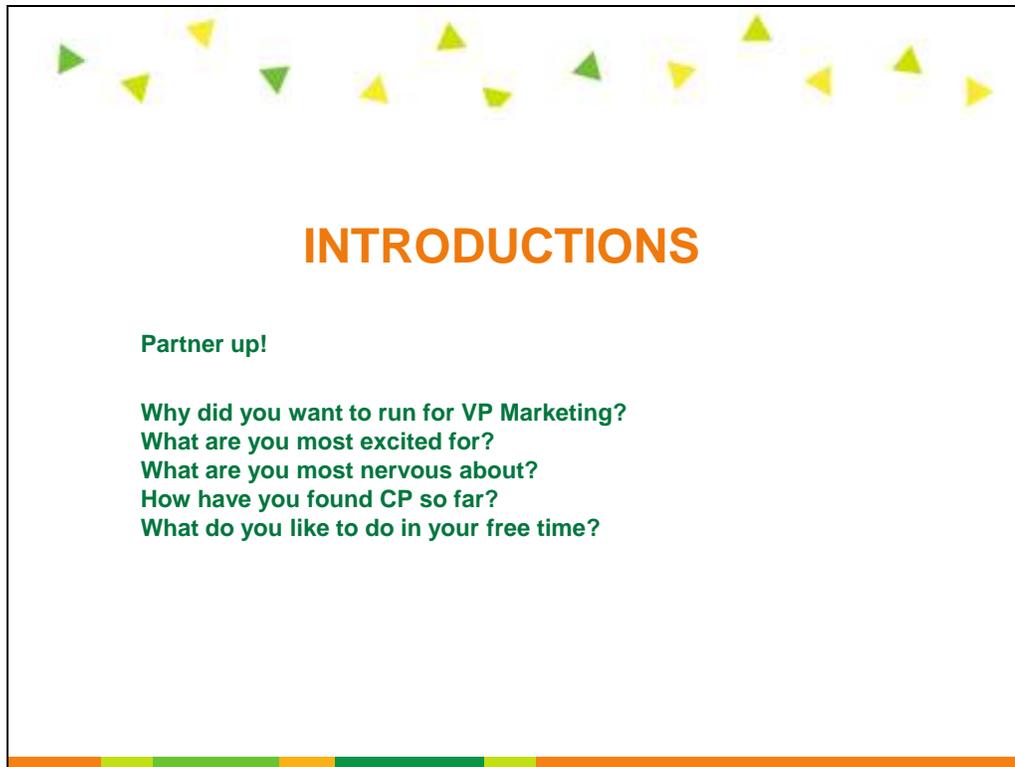




## **AGENDA**

- **Introductions & Icebreakers**
- **Marketing Tasks**
- **Branding**
- **Marketing Plan**
- **BREAK**
- **Marketing Activity**
- **Pitfalls & Tips**
- **Takeaways**





## INTRODUCTIONS

**Partner up!**

- Why did you want to run for VP Marketing?
- What are you most excited for?
- What are you most nervous about?
- How have you found CP so far?
- What do you like to do in your free time?

**[ 15 min – including instructions]**

*We've introduced ourselves! Now it's your turn!*

Remember not to move until I say go.

Turn to the person beside you.

You will have 7 minutes to complete this activity.

Exchange names, emails, phone numbers (*You never know when it might be helpful! These are people doing the same role as you. Build your network now!*)

Play rock, paper, scissors

Whoever won should go first

Set a timer on your phone to 90 seconds

Spend two minutes introducing yourself about the topics on the screen

Reset the timer and switch places

At the end of the 7 minutes, I will call on pairs to introduce - NOT yourselves - your partners!

Any questions? Everyone understands? GO!

Slide 6



**[ 5 min – including instructions]**

One last activity to get a gage of the room.

First, First stand up if you are from...

York

Toronto

Halton

Durham

Peel

Close your eyes. Stand up if...

Have you taken or are you currently taking a business course?

Open your eyes

Wow! Look at that. For those of you taking a business course, this is a great extension and application of what you're learning. For those of you who haven't, koodos to you for trying something new! To all, this is an amazing opportunity you've decided to participate in.

Sit down and close your eyes. Stand up if...

Is this your first time joining CP?

Open your eyes

Really interesting! For those coming back, why did you decide to come back? Do you plan on doing something differently this year?

Take answers

Sit down and close your eyes. Stand up if...

You are you nervous to be joining CP?

Open your eyes

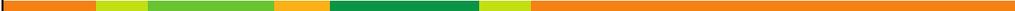
Hey! You were brave enough to admit you're feeling nervous! That's already a great first step! You're doing something very courageous and fulfilling, trying and learning something new, and that makes great leadership!

Okay sit down!



## MAIN MARKETING TASKS

- Define the marketing strategy for the company
- Develop and manage the marketing budget
- Develop and track metrics for marketing activities
- Strategic planning for company positioning, market and competitive analysis, customer segment selection
- Oversee marketing communications including branding, public relations, advertising, tradeshows, market research management, and website design
- Work with VP Sales to develop and manage strategies
- Oversee product management including market and customer research, and product launch
- Connect with VP production on product packaging



[ 15 min]

- **Define the marketing strategy for the company**

Create a strategic marketing plan for your company at the beginning of the program. Think of ways that this will increase sales/profits. **Develop and manage the marketing budget**

Work with the VP Finance to determine a budget for your team and manage this throughout the year

- **Develop and track metrics for marketing activities**

Ensure you are tracking the success of your marketing activities. For example, how many people saw the ad you had on Facebook and then purchased one of your products? Your marketing activities should be trackable to show if it is successful so that you can make adjustments if needed.

- **Strategic planning for company positioning, market and competitive analysis, customer segment selection**

Research and plan how your product/company will be presented in the market, how it will compete with competitors (competitive advantage) and who will be your target market.

- **Oversee marketing communications including branding, public relations, advertising, tradeshow, market research management, and website design**

With your team, determine your company's brand (everything should be consistent including packaging, website, colours, look & feel). Also, determine and execute any PR, and advertising (ie. FB ads). Help IT with website design to ensure the website reflects your company brand. Plan for trade shows including what will your booth consist of. Conduct ongoing market research to see what opportunities could arise for your company.

- **Work with VP Sales to develop and manage strategies**

Connect with VP Sales to determine how your marketing initiatives can help increase sales.

- **Oversee product management including market and customer research, and product launch**

Help conduct product research to ensure the product will be successful in the market. For example, go and talk with or observe your target market to see how they might use your product and make adjustments as needed. Determine a strategy on how you will launch your product.

- **Connect with VP production on product packaging**

Work with Production to ensure product packaging is consistent with your company's brand.



## MANAGING YOUR TEAM

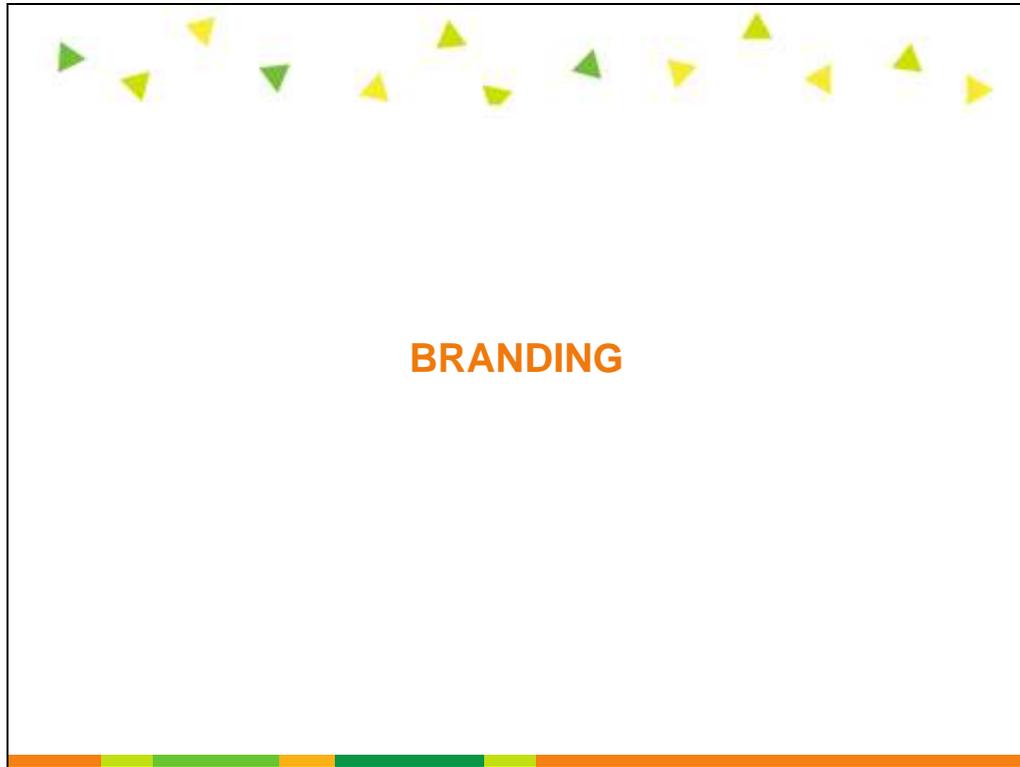
WHAT TO RECORD IN EACH COLUMN OF A TOPIC TABLE:

TASK	LEADER	DEADLINE	RESULTS	STATUS
<i>Actions related to the topic</i>	<i>Who is primarily in charge?</i>	<i>Date for completion</i>	<i>Was a decision made? Next steps? Other results?</i>	<i>Complete? Pending? Research? Other?</i>



[ 2 min]

You can organize their tasks similar to the table on this slide to stay organized.



[4 mins]

**What is a brand?**

Branding can help one way to help define your competitive advantage

A brand evokes **associations** including stories, thoughts, feelings, images, beliefs

What emotions, stories, beliefs come to mind when you think of a brand? For example: ask students what emotions, stories and beliefs come to mind when they think of Nike.

**What makes a good brand?**



## BRANDING

Ask yourself, if your brand was a person, what would they be like?

If the company Google was a person, what would they be like?

Talk about things like:

- Personality
- What would they wear?
- Tone of voice
- What activities would they like doing?
- Who would their friends be?



**[15 mins]**

Ask students, if a brand was a person what would they be like? Explain its **personality** (is it daring, arrogant, fun, unique)?

How is it different?

Why is it **relevant**?

Have the students divide into groups of 3-4.

Get them to complete the question: If Google was a person, what would they be like?

Have some groups share their thoughts.

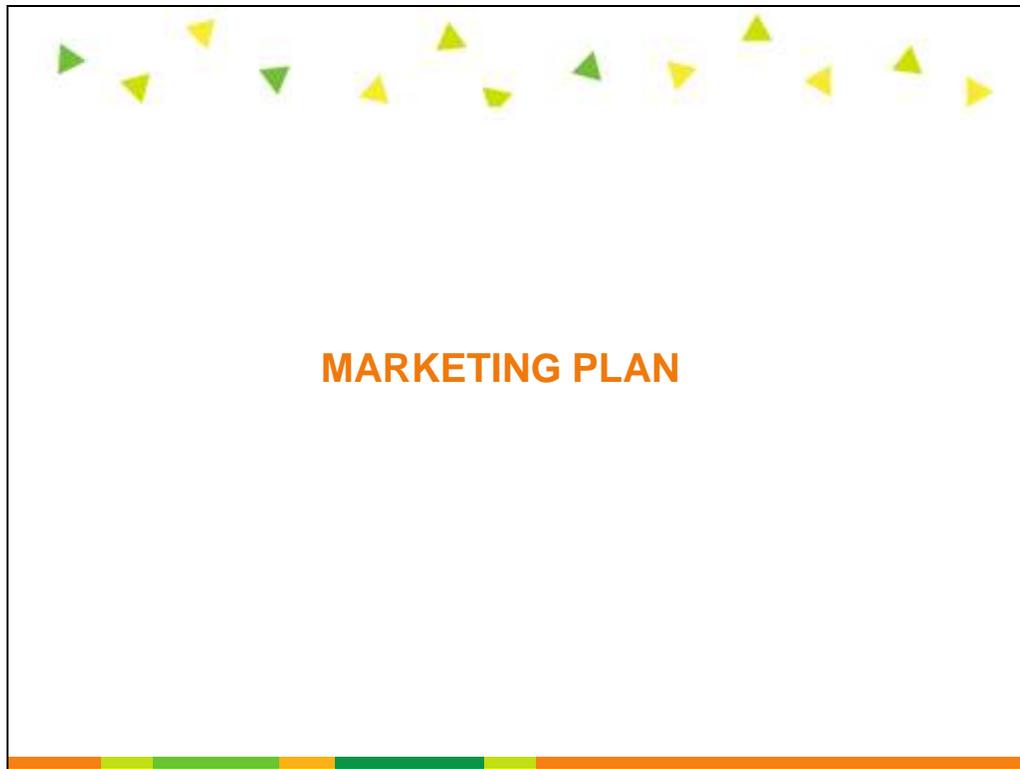


## MARKETING PLAN

1. Conduct Research
2. Outline Company Values, Vision, Mission Statement
3. Outline your Competition
4. Determine your Target Market
5. Outline your overall objective to creating this marketing plan (ie. increase revenues by X amount)
6. Outline your strategies to achieve your objective (ie. Online marketing, physical media)
7. Outline specific tactics to achieve each strategy (ie. For online marketing: FB sharing contest, Twitter Photo contest, email campaign)



[5 mins]



**[30 mins]**

Divide the students into groups of 4-5 students  
Give each student a product and a target market  
Have students outline overall strategies (at least 3) and tactics (at least 3 for each strategy) for their product and target market. Have each student expand on their tactics, if they want to have a twitter photo contest, have them outline the details of this. Then have the students share their strategies and tactics to the larger group.



**[10 mins]**

[1 min]

Write a pitfall they're most personally worried about or vulnerable to on a piece of paper  
Advise them to crumple it up and throw it somewhere in the room.

[2 mins]

Advise students to pick up a crumpled piece of paper. Uncrumple it and read the pitfall. Write down a tip or word of advice. Tell them they have 2 minutes to do this.

[2 mins]

Ask them to crumple it up and throw it again.  
Repeat without throwing it away.

[3 mins]

Ask students to read out their pieces of paper to the room OR discuss with their partner beside them



## TIPS

- Make sure your marketing is smart/feasible/worthwhile
- Make sure you are using social media for a purpose that will give back to your company (ie. What are 100 likes going to do for you, is it the brand awareness you are after?)
- Creative marketing is great, but if it doesn't convert into sales and is using up all your resources, it isn't worthwhile
- Plan out your entire marketing plan early, map it on a calendar
- Work with sales closely to ensure you are aligned
- Brainstorm with all team members to keep social media fresh
- Make sure you have consistent branding across all departments, communicate with them to ensure it happens
- Focus on differentiating your product from your competition, and know who your competition is!
- Sell to your target market using the benefits of your product (not the features)



**[10 mins]**

Make sure your marketing is smart/feasible/worthwhile

Make sure you are using social media for a purpose that will give back to your company, not just for the sake of using it (ie. What are 100 likes going to do for you, is it the brand awareness you are after?)

Creative marketing is great, but if it doesn't convert into sales and is using up all your resources, it isn't worthwhile

Plan out your entire marketing plan early, at the beginning of the year, map it on a calendar

Work with sales closely to ensure you are aligned

Brainstorm with members to keep social media fresh

Make sure you have consistent branding across all departments, communicate with them to ensure it happens

Focus on differentiating your product from your competition, and know who your competition is!

Determine your target market and sell to them using the benefits of your product