



## PARKS, RECREATION & FORESTRY

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# Marketing Plan Goals

2018 - 2020

The Marketing Plan Goals are based on the department strategic plan recently developed that will be effective from 2018 – 2022. These goals have been generated from that planning process.

**Goal 1:** *To develop an awareness/visibility marketing plan to increase awareness of services and programs offered by WPRF. Review the plan implementation matrix with the Management Team in April 2019 after vetting and developing matrix with the Marketing Committee by March 2019.*

This can be measured against the participant information available in the registration program. A beginning and ending number for the span of the campaign can help to assess the success and reach of this goal.

**Goal 2:** *Continue to assess and develop both internal and external channels that will communicate and inform the public of WPRF with the intent of utilizing community champions to further promote department programs and services. Determine the frequency and channels by February of 2019.*

Assess and implement the communication matrix and determine success by increasing the number of likes on social media channels and increasing page clicks within website.

**Goal 3:** *Increase the department revenue by 2% over 2020 projections through increasing customer participation frequency. Develop incentive programs through surveying customer database and utilizing feedback obtained in the 2017 Community Needs Assessment. Develop survey for implementation by third quarter of 2019, with plan development and implementation in January 2020.*

Measure the success of the program through revenue generated and the increase of participation in multiple programs.

**Goal 4:** *Conduct market research utilizing tools such as Textcaster and Survey Monkey to facilitate the evaluation of marketing and public relation tactics.*

Measure the success of the program by conducting at least 4 inclusive public program surveys per year and applying the procured information to facilitate the evaluation of the channels and targets chosen.

