

# Agency/Department Marketing Plan

Welcome!

The Chief Marketing Officer has developed this statewide marketing plan "roadmap" to help state agencies and departments identify their marketing needs.

By sharing your plans and goals, the CMO will be in a better position to offer support if you need materials designed or need help reaching your target audience. By knowing what various agencies are doing, the CMO may also be able to connect you with other departments that are planning similar or complementary activities.

The intention of this effort is to open up lines of communication, not to add new layers of oversight to your activities.

There are also plenty of opportunities within this questionnaire to indicate when you're unsure or need more guidance. It's okay and even encouraged to answer "I Don't Know." That way, we'll know how we can help you.

## 1. Contact Information:

<b>Name:</b>	<input type="text"/>
<b>Agency/Dept:</b>	<input type="text"/>
<b>Job Title:</b>	<input type="text"/>
<b>Email Address:</b>	<input type="text"/>
<b>Phone Number:</b>	<input type="text"/>

## 2. What is the overall mission of your Agency or Department?

## Agency/Department Marketing Plan

### Key Business Goals

The following questions ask you to name at least 1, and up to 5, key business goals that help you accomplish that overall mission.

With Goal #1 being the highest priority and moving downward from there, name your goals.

If you have fewer than 5 key goals, do not feel compelled to use all 5 spaces.

#### 3. Key Business Goal #1:

#### 4. Key Business Goal #2:

#### 5. Key Business Goal #3:

#### 6. Key Business Goal #4:

#### 7. Key Business Goal #5:

Want to go back to a previous page? Make sure you click "Next" here before you go back. Otherwise, your answers on this page will not be saved.

## Agency/Department Marketing Plan

### Goal #1

Now, you'll be asked for more information on each of the goals you identified on the previous page. For each goal, you'll get the same set of questions about your message and target audience. This page of questions applies to your first key business goal (Goal #1).

Your Goal #1 is:

[Q3]

#### **8. How does this business goal help you accomplish the overall mission for your Agency or Department?**

#### **9. Next, think about the key point(s) you need to communicate to accomplish this goal. In other words, what's your message?**

#### **10. Target Audience: Gender**

- Male
- Female
- Both
- Don't Know

#### **11. Target Audience: Age Range (Check all that apply.)**

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Don't Know

## Agency/Department Marketing Plan

### 12. Target Audience: Location (Check all that apply. If your audience is statewide, you only need to check the "Statewide" button.)

- Statewide
- Addison County
- Bennington County
- Caledonia County
- Chittenden County
- Essex County
- Franklin County
- Grand Isle County
- Lamoille County
- Orange County
- Orleans County
- Rutland County
- Washington County
- Windham County
- Windsor County
- Don't Know
- Outside Vermont (please specify)

### 13. Target Audience: Household Income (Check all that apply.)

- Less than \$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000+
- Don't Know

## Agency/Department Marketing Plan

### 14. Target Audience: Other Interests/Activities

**Anything else that could help "zero in" on your target audience? Do they like to bike, hike, listen to music, go to museums? Do they have kids? Pets? Are they homeowners or renters? What do they do for work?**

### 15. In which season(s) is this message most relevant? (Check all that apply.)

- Winter
- Spring
- Summer
- Fall
- Don't Know

Specific date range or deadline:

### 16. Do you have a dedicated or estimated marketing budget for this goal?

- Yes: Specified in statute, appropriation, or grant
- Yes: Internal budget guideline
- We have no budget for this program
- We could budget for this program, but we need guidance on how much we should allocate
- Don't Know

If Yes, please specify amount:

### 17. Is this goal or program a source of revenue for your agency or department?

- Yes
- No
- Don't Know

If Yes, how much annually?

## Agency/Department Marketing Plan

**18. Are there performance measures you could associate with this goal or program?**

**Check any/all that apply.**

- Revenue
- Enrollment numbers
- Application numbers
- Visitor numbers
- Items sold (licenses, registrations, products)
- Customer wait time
- Call volume
- Web visits
- I'm not sure what metrics would apply
- Other metrics, or elaborate on choices above:

**19. If you have specific goals or targets, list them here. (Example: Reduce wait time by 25%, increase enrollment by 15%)**

Want to go back to a previous page? Make sure you click "Next" here before you go back. Otherwise, your answers on this page will not be saved.

## Agency/Department Marketing Plan

### Goal #2

Now, you'll be asked the same set of questions about your message and target audience - this time, pertaining to your second business goal (Goal #2).

Your Goal #2 is:

[Q4]

**20. If you didn't specify more than one goal, click the button below, scroll down to the bottom of the page, and click "Next."**

- I didn't specify more than one goal.

**21. How does this business goal help you accomplish the overall mission for your Agency or Department?**

**22. Next, think about the key point(s) you need to communicate to accomplish this goal. In other words, what's your message?**

**23. Target Audience: Gender**

- Male
- Female
- Both
- Don't Know

## Agency/Department Marketing Plan

### 24. Target Audience: Age Range (Check all that apply.)

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Don't Know

### 25. Target Audience: Location (Check all that apply. If your audience is statewide, you only need to check the "Statewide" button.)

- Statewide
- Addison County
- Bennington County
- Caledonia County
- Chittenden County
- Essex County
- Franklin County
- Grand Isle County
- Lamoille County
- Orange County
- Orleans County
- Rutland County
- Washington County
- Windham County
- Windsor County
- Don't Know
- Outside Vermont (please specify)



## Agency/Department Marketing Plan

### 26. Target Audience: Household Income (Check all that apply.)

- Less than \$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000+
- Don't Know

### 27. Target Audience: Other Interests/Activities

**Anything else that could help "zero in" on your target audience? Do they like to bike, hike, listen to music, go to museums? Do they have kids? Pets? Are they homeowners or renters? What do they do for work?**

### 28. In which season(s) is this message most relevant? (Check all that apply.)

- Winter
- Spring
- Summer
- Fall
- Don't Know

Specific date range or deadline:

### 29. Do you have a dedicated or estimated marketing budget for this goal?

- Yes: Specified in statute, appropriation, or grant
- Yes: Internal budget guideline
- We have no budget for this program
- We could budget for this program, but we need guidance on how much we should allocate
- Don't Know

If Yes, please specify amount:

## Agency/Department Marketing Plan

### 30. Is this goal or program a source of revenue for your agency or department?

- Yes
- No
- Don't Know

If Yes, how much annually?

### 31. Are there performance measures you could associate with this goal or program?

**Check any/all that apply.**

- Revenue
- Enrollment numbers
- Application numbers
- Visitor numbers
- Items sold (licenses, registrations, products)
- Customer wait time
- Call volume
- Web visits
- I'm not sure what metrics would apply
- Other metrics, or elaborate on choices above:

### 32. If you have specific goals or targets, list them here. (Example: Reduce wait time by 25%, increase enrollment by 15%)

Want to go back to a previous page? Make sure you click "Next" here before you go back. Otherwise, your answers on this page will not be saved.

## Agency/Department Marketing Plan

### Goal #3

Now, you'll be asked the same set of questions about your message and target audience - this time, pertaining to your third business goal (Goal #3).

Your Goal #3 is:

[Q5]

**33. If you didn't specify more than two goals, click the button below, scroll down to the bottom of the page, and click "Next."**

- I didn't specify more than two goals.

**34. How does this business goal help you accomplish the overall mission for your Agency or Department?**

**35. Next, think about the key point(s) you need to communicate to accomplish this goal. In other words, what's your message?**

**36. Target Audience: Gender**

- Male
- Female
- Both
- Don't Know

## Agency/Department Marketing Plan

### 37. Target Audience: Age Range (Check all that apply.)

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Don't Know

### 38. Target Audience: Location (Check all that apply. If your audience is statewide, you only need to check the "Statewide" button.)

- Statewide
- Addison County
- Bennington County
- Caledonia County
- Chittenden County
- Essex County
- Franklin County
- Grand Isle County
- Lamoille County
- Orange County
- Orleans County
- Rutland County
- Washington County
- Windham County
- Windsor County
- Don't Know
- Outside Vermont (please specify)

## Agency/Department Marketing Plan

### 39. Target Audience: Household Income (Check all that apply.)

- Less than \$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000+
- Don't Know

### 40. Target Audience: Other Interests/Activities

**Anything else that could help "zero in" on your target audience? Do they like to bike, hike, listen to music, go to museums? Do they have kids? Pets? Are they homeowners or renters? What do they do for work?**

### 41. In which season(s) is this message most relevant? (Check all that apply.)

- Winter
- Spring
- Summer
- Fall
- Don't Know

Specific date range or deadline:

### 42. Do you have a dedicated or estimated marketing budget for this goal?

- Yes: Specified in statute, appropriation, or grant
- Yes: Internal budget guideline
- We have no budget for this program
- We could budget for this program, but we need guidance on how much we should allocate
- Don't Know

If Yes, please specify amount:

## Agency/Department Marketing Plan

### 43. Is this goal or program a source of revenue for your agency or department?

- Yes
- No
- Don't Know

If Yes, how much annually?

### 44. Are there performance measures you could associate with this goal or program?

**Check any/all that apply.**

- Revenue
- Enrollment numbers
- Application numbers
- Visitor numbers
- Items sold (licenses, registrations, products)
- Customer wait time
- Call volume
- Web visits
- I'm not sure what metrics would apply
- Other metrics, or elaborate on choices above:

### 45. If you have specific goals or targets, list them here. (Example: Reduce wait time by 25%, increase enrollment by 15%)

Want to go back to a previous page? Make sure you click "Next" here before you go back. Otherwise, your answers on this page will not be saved.

## Agency/Department Marketing Plan

### Goal #4

Now, you'll be asked the same set of questions about your message and target audience - this time, pertaining to your fourth business goal (Goal #4).

Your Goal #4 is:

[Q6]

**46. If you didn't specify more than three goals, click the button below, scroll down to the bottom of the page, and click "Next."**

- I didn't specify more than three goals.

**47. How does this business goal help you accomplish the overall mission for your Agency or Department?**

**48. Next, think about the key point(s) you need to communicate to accomplish this goal. In other words, what's your message?**

**49. Target Audience: Gender**

- Male
- Female
- Both
- Don't Know

## Agency/Department Marketing Plan

### 50. Target Audience: Age Range (Check all that apply.)

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Don't Know

### 51. Target Audience: Location (Check all that apply. If your audience is statewide, you only need to check the "Statewide" button.)

- Statewide
- Addison County
- Bennington County
- Caledonia County
- Chittenden County
- Essex County
- Franklin County
- Grand Isle County
- Lamoille County
- Orange County
- Orleans County
- Rutland County
- Washington County
- Windham County
- Windsor County
- Don't Know
- Outside Vermont (please specify)



## Agency/Department Marketing Plan

### 52. Target Audience: Household Income (Check all that apply.)

- Less than \$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000+
- Don't Know

### 53. Target Audience: Other Interests/Activities

**Anything else that could help "zero in" on your target audience? Do they like to bike, hike, listen to music, go to museums? Do they have kids? Pets? Are they homeowners or renters? What do they do for work?**

### 54. In which season(s) is this message most relevant? (Check all that apply.)

- Winter
- Spring
- Summer
- Fall
- Don't Know

Specific date range or deadline:

### 55. Do you have a dedicated or estimated marketing budget for this goal?

- Yes: Specified in statute, appropriation, or grant
- Yes: Internal budget guideline
- We have no budget for this program
- We could budget for this program, but we need guidance on how much we should allocate
- Don't Know

If Yes, please specify amount:

## Agency/Department Marketing Plan

### 56. Is this goal or program a source of revenue for your agency or department?

- Yes
- No
- Don't Know

If Yes, how much annually?

### 57. Are there performance measures you could associate with this goal or program?

**Check any/all that apply.**

- Revenue
- Enrollment numbers
- Application numbers
- Visitor numbers
- Items sold (licenses, registrations, products)
- Customer wait time
- Call volume
- Web visits
- I'm not sure what metrics would apply
- Other metrics, or elaborate on choices above:

### 58. If you have specific goals or targets, list them here. (Example: Reduce wait time by 25%, increase enrollment by 15%)

Want to go back to a previous page? Make sure you click "Next" here before you go back. Otherwise, your answers on this page will not be saved.

### Goal #5

Now, you'll be asked the same set of questions about your message and target audience - this time, pertaining to your last business goal (Goal #5).

Your Goal #5 is:

[Q7]

**59. If you didn't specify more than four goals, click the button below, scroll down to the bottom of the page, and click "Next."**

- I didn't specify more than four goals.

**60. How does this business goal help you accomplish the overall mission for your Agency or Department?**

**61. Next, think about the key point(s) you need to communicate to accomplish this goal. In other words, what's your message?**

**62. Target Audience: Gender**

- Male
- Female
- Both
- Don't Know

## Agency/Department Marketing Plan

### 63. Target Audience: Age Range (Check all that apply.)

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Don't Know

### 64. Target Audience: Location (Check all that apply. If your audience is statewide, you only need to check the "Statewide" button.)

- Statewide
- Addison County
- Bennington County
- Caledonia County
- Chittenden County
- Essex County
- Franklin County
- Grand Isle County
- Lamoille County
- Orange County
- Orleans County
- Rutland County
- Washington County
- Windham County
- Windsor County
- Don't Know
- Outside Vermont (please specify)

## Agency/Department Marketing Plan

### 65. Target Audience: Household Income (Check all that apply.)

- Less than \$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000+
- Don't Know

### 66. Target Audience: Other Interests/Activities

**Anything else that could help "zero in" on your target audience? Do they like to bike, hike, listen to music, go to museums? Do they have kids? Pets? Are they homeowners or renters? What do they do for work?**

### 67. In which season(s) is this message most relevant? (Check all that apply.)

- Winter
- Spring
- Summer
- Fall
- Don't Know

Specific date range or deadline:

### 68. Do you have a dedicated or estimated marketing budget for this goal?

- Yes: Specified in statute, appropriation, or grant
- Yes: Internal budget guideline
- We have no budget for this program
- We could budget for this program, but we need guidance on how much we should allocate
- Don't Know

If Yes, please specify amount:

## Agency/Department Marketing Plan

### 69. Is this goal or program a source of revenue for your agency or department?

- Yes
- No
- Don't Know

If Yes, how much annually?

### 70. Are there performance measures you could associate with this goal or program?

**Check any/all that apply.**

- Revenue
- Enrollment numbers
- Application numbers
- Visitor numbers
- Items sold (licenses, registrations, products)
- Customer wait time
- Call volume
- Web visits
- I'm not sure what metrics would apply
- Other metrics, or elaborate on choices above:

### 71. If you have specific goals or targets, list them here. (Example: Reduce wait time by 25%, increase enrollment by 15%)

Want to go back to a previous page? Make sure you click "Next" here before you go back. Otherwise, your answers on this page will not be saved.

### Thank You!

Thanks for taking the time to think about your marketing and communications goals. This information will "help us help you."

We'll also send you a copy of this report for your records and internal use. We'll email that to the address you provided at the start of the survey.

Contact us with any questions or comments:

marketing@vermont.gov

### 72. What would you like the next step to be?

- Let's set up a meeting to review and discuss.
- No need to meet; just email me if you have questions or suggestions.
- We're all set right now, but we'll call you if we need help.

Comments?