



## Develop a marketing strategy and an appropriate communication plan

### Introduction

When setting up reception policies, territories are becoming more and more professional, and they are improving their communication strategy. They have differentiated their strategies, used specific methods, and made use of professional people. This underlines the credibility and relevance of this workshop.

### Marketing strategy ?

The reception project becomes the predominant element in the marketing strategy, which is merely a strategic adaptation of the project's implementation. This means that several questions should firstly be cleared up. Which project are we dealing with ? What are the objectives ? On which objective basis has it been developed ? What are the determining elements of the territory ? (Strong points, weaknesses, opportunities and risks) ? Is the territory willing and ready to welcome new inhabitants, how, in particular do the native residents feel ?

In order to facilitate the development of a communication plan and an implement an affective marketing strategy, it is important to have the answers to these questions.

### 7 key elements to create a strategy :

- Clearly define the targets : who do you want to attract ? Present a diagnostic - identify the needs ;
- Adapt terms of speech, strategy depending on the target, and pay special attention to vocabulary when talking to foreign inhabitant ;
- Associate institutional and functional partners who are concerned by the target population, organise networks an strengthen links (example of Pays de Ploermel and the Creuse) ;
- Take into account the human aspect of moving to a new territory, think about the needs and possible methods of accompanying families in their move, their future job possibilities (CCI du Gers) ;
- Develop the specific expertise of potential residents and create a network of experts ;
- Formulate the strategy to match those of superior territories ;
- Define the priorities, due dates and make clear choices.

### Restrictive and successful factors :

- Restrictions: Sceptics who do not want to move on ;
- Successful factors : Knowing how to seize opportunities (PER, European grants...) as well as going else where to benchmark.



## Communication plan ?

Does a clear and structured communication plan have to be drawn up as a priority ? Or can it be built on through various plans of action and opportunities, as is the case in some territories ? How to anticipate and devise communication measures, the methods and messages used were often linked with the latest news, just depends on trends...?

### 7 key elements to adapt a communication plan :

- Rely on clear functional objectives, which can be assessed and attained ;
- Have specific people available for the communication plan, who are not isolated, a working link with all of the partners concerned by the marketing strategy ;
- Define the different levels of communication and define what is to be considered as local or territorial, and what is to be considered as regional and national ;
- Establish levels of permanent evaluation, and find the causes of failure and make the necessary adjustments ;
- Realise that financial aid is often limited to the development of a full communication plan. It is important to be audacious and inventive, to know how to use existing communication methods, and to make the most of the network of participants in the territory ;
- The communication plan should not be limited to people living outside the territory, part of it should be aimed at people already living in the territory (Pays d'olme) ;
- Don't be surprised by the possible double effect of a communication plan.

### 2 points to take into consideration :

- The marketing strategies and communication plans discussed in the workshop only took account of the principal targets .Measures must make stronger use of the local population and the network of local participants, and develop a communication plan especially for them. A communication plan can have negative effects if the local population and participants are not involved and prepared. This could jeopardise the success of any reception policy ;
- If a communication plan is to be successful and efficient, it is essential to make use of professional people and their specific capabilities. A fixed budget is necessary to realise this objective.