
MWR MANAGERS' OPERATIONS GUIDE

Promote and Market Your MWR Program

WHAT THESE TASKS DO

Welcome to the circus! Marketing has come a long way since the days of P.T. Barnum, but in many ways, his circus is a great starting point for understanding marketing.

- If the circus is coming to town and you paint a sign about it, that's *advertising*.
- Put the sign on an elephant's back and walk it through town, that's *promotion*.
- If the elephant accidentally walks through the mayor's flowerbed, that's *publicity*.
- Get the mayor to laugh about it, that's *public relations*.

To take Barnum's point further and use some more current terminology:

- Make the elephant run through the mayor's flowerbed, that's *guerrilla marketing*.
- Run a contest asking people to create their own videos about circus animals running amok, that's *user-generated content*.
- If they post their videos and forward them to their friends, that's *viral marketing*.
- If they tweet their friends about the contest on Twitter, that's *micro blogging*.
- If they post the videos/pictures on Facebook, that's *social networking*.
- If you have used guerrilla marketing, user generated content, viral marketing, blogging, or a social network, that's *word of mouth*.

- When people come to the circus, you show them the many entertainment booths, answer their questions, and they spend money, that's *sales*.

Too often marketing is perceived simply as “doing some advertising,” having a snazzy logo, and creating a brochure or flyer. But it's much, much more than that! Even top-quality programming is not by itself enough to attract new customers. Without a robust marketing plan, few will take part in the events or patronize the facilities you offer on base. As an MWR manager, you must coordinate regularly with your installation and regional marketing offices in order to raise awareness of MWR programs. Together, you can develop and execute a cross-promotional, strategic marketing plan that attracts new customers, increases revenue, and helps you meet MWR standards.

In this Marketing and Promotion section of your MWR Operations Guide you will find guidance on the following tasks:

Identify Customer Communications System

Develop a Marketing Plan and Message

Use Advertising/Publicity/Promotion Equipment

Coordinate with Public Affairs

Represent the Organization

Advertise and Promote Effectively

Evaluate Advertising/Promotion Effectiveness

Ensure Merchandising Effectiveness

Create and Maintain a Focused Program Image

Understand Commercial Sponsorship Coordinator's Responsibilities

NOTE:	If you do not have an installation marketing director, contact your region's marketing office for assistance. Additional information and resources are available from the Fleet and Family Readiness Marketing and Multimedia Development Branch (N94P) at 901-874-6593/DSN 882.
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