

IRONWOOD MARKETING PLAN

2015–2020

Prerequisites

1. Create the best program possible
 - a. Creative activities
 - b. Hilarious skits
 - c. Cutting-edge ideas
 - d. Innovative games
 - e. Expert staff
 - f. Effective ministry
 - g. Lasting decisions
2. Serve our campers in every way possible
 - a. Eliminate distractions
 - b. Service is our privilege
 - c. Maintenance of our facility
 - d. Quality of our food
 - e. Safety of our program
3. Meet spiritual needs (Value=Benefit ÷ Cost)

THREE-PRONGED MARKETING ATTACK		
ROOKIES	CROWD	VETERANS
Invite pastors	Ironwood online	Registration coordinators
Invite Trips	Google AdWords	Each church group attending four times in one year <ul style="list-style-type: none"> • Two times with adults • Two times with youth <i>or</i> • Two times with school
Invite Ticket	Convention booth	
Introductory camps <ul style="list-style-type: none"> • Youth Leaders' Retreat • Men's Retreat • Women's Retreat • Couples' Retreat • 10% rookie discount 	Toolbox	<ul style="list-style-type: none"> • Promote other camps during camps—brochure barn • Ministry Connect e-mail, Hacienda

4. One Key Follow-through → **COMMUNICATION**
 - Written—*mail*
 - Verbal—*video, phone*
 - Electronic—*web, e-mail, YouTube, Constant Contact, Facebook, Instagram*

RESULT → **Ironwood will sell itself, and we'll try to keep up.**