

GLRPPR Marketing Plan

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“If you build it, they will come.”

Over the past eight years, the Great Lakes Regional Pollution Prevention Roundtable (GLRPPR) has been building an infrastructure to support the collection and dissemination of quality pollution prevention (P2) information. With a formalized membership, an active steering committee and quality deliverables in-place, now is the time to expand the reach of GLRPPR's products and services.

GLRPPR's membership is 300+ and includes:

- Local, state and federal government organizations
- Small business and industry
- Trade and manufacturing associations
- Educational institutions
- Non-Governmental Organizations (NGOs)
- Vendors
- Consultants
- Service Industry

The variety of constituents demands the marketing plan include initiatives that are focused, cost-effective and encompass a diverse audience. Many of the proposed initiatives will be on-going projects.

The GLRPPR Marketing Initiatives include:

1. Media Messages

- Develop a bi-monthly press release of information about new GLRPPR products and services, news and activities from members about what is going on within the region. The press release will be sent to the Roundtable listserv, GLRPPR partners, P2Rx, US EPA Region 5 and US EPA (Alison Kinn's P2 News, etc.) .
- News articles will be developed for dissemination to news organizations throughout the region. Articles may cover conferences, products, programs and services.
- Develop a GLRPPR boilerplate and mini media guide about who we are and what we have to offer.
- Post media announcements to all 17 listservs two times per year. These announcements will cover new GLRPPR products and services and programs within the region.
- Work with Summer GLRPPR Conference host to encourage media coverage of event.
- Send LINK electronically to media organizations including local media and national environmental news organizations (GLNPO, EnviroWatch, etc...) and environmental organizations.

2. GLRPPR Community Outreach

- Work with all organizations involved in GLRPPR to post the GLRPPR logo and a link to the GLRPPR website in a prominent place on their site.
- Personally contact a select number of GLRPPR members and get feedback on how they use GLRPPR, a wish list of products and services and gain insight into their own organization's priorities. This goes beyond a survey because personal relationships are built as well as additional buy-in to GLRPPR. These could be done via phone, videoconference or face-to-face meetings.
- Meet with organizations that are not active in GLRPPR to let them know about services we offer and how we can work together including economic development organizations such as chamber of commerce, small business development centers and other trade organizations.
- Continue to improve the GLRPPR website and keep it as "average-web surfer" friendly as possible. There is a great deal of information on our web sites that is interesting to people other than scientists and government officials. Strides are already being made to do this, and we should continue to move in that direction. Any audio or visual news elements can be added to the page.
- Develop a PowerPoint presentation and post to the GLRPPR site so that members can market GLRPPR where applicable.
- Continue to update the brochure, as needed.
- Coordinate with GLRPPR partners to obtain targeted mailing lists to announce conferences, etc.
- Select a website of a GLRPPR partner to highlight on the GLRPPR homepage. Every other month the webmasters and information outreach folks will hold a web meeting to go through the two sites that are featured and learn more about what other organizations have to offer.
- Coordinate with GLRPPR partners to develop future marketing materials for GLRPPR and programs within the region. This coordination effort promotes collaboration, leverages resources (time and money) and creates a larger dissemination area.