

Summary Report for Individual Task
805B-79T-4304
Develop Annual State/Territory Marketing Plan
Status: Approved

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD1 - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

Condition: You have a new fiscal year starting and your old plan is expiring. You have full access to the National Marketing Plan, previous years State / Territory plan, required regulations, reference material, Commanders guidance and office equipment. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

Standard: Develop a state / territory marketing plan for the fiscal year including: Identification of commanders intent Identification of strength maintenance mission goals Definition of market areas Analysis of competitors SWOT data Analysis of statistical information pulled from focus groups, surveys, MEPCOM, RRPM, census & commercial data Write executive summary Define situational analysis Define marketing strategy Define media plan Identification of success measures for marketing plan

Special Condition: None

Safety Risk: Low

MOPP 4: N/A

Task Statements

Cue: None

DANGER
None

WARNING
None

CAUTION
None

Remarks: None

Notes: None

Performance Steps

1. Review upcoming FY National Guard Bureau Marketing Plan to include:
 - a. Specific advertising / marketing requirements.
 - b. Advertising calendar.
 - c. National budget.
 - d. Goals and Objectives.
 - e. Marketing / Advertising, Promotional, Creative Strategies.
 - f. New initiatives.
 - g. Media Plan.

2. Review previous year's State / Territory Marketing / Advertising Plan to determine effectiveness in meeting goals and objectives including:
 - a. Advertising calendar.
 - b. State / Territory budget.
 - c. Goals and Objectives.
 - d. Marketing / Advertising, Promotional, Creative Strategies.
 - e. New initiatives introduced last year.
 - f. Media Plan.
 - g. Commander's guidance.
 - h. Local AARs.

3. Identify Strength Maintenance goals for targeted marketing purposes utilizing:
 - a. Commander's guidance (NGB, TAG, & RRC).
 - b. Attrition Rate.
 - c. Retention Rate.
 - d. Recruiter Write Rate.
 - e. MOS Vacancies.
 - f. Force Structure.

4. Define Market areas for targeted marketing purposes utilizing:

- a. Unit vacancies (Automated Unit Vacancy System – AUVS).
- b. Target audience.
- c. Market share.
- d. Demographics.

5. Review Competitor Strengths, Weakness, Opportunity, Threat (SWOT) analysis for targeted marketing purposes utilizing:

- a. Competitor's Strengths.
- b. Competitor's Weaknesses.
- c. Competitor's Opportunities.
- d. Competitor's Threats.

6. Review Statistical Data for targeted marketing purposes utilizing:

- a. Focus group responses.
- b. MEPCOM data.
- c. Guard Surveys.
- d. Commercial source data.
- e. Census data.
- f. Guard Earth.

7. Draft State / Territory Marketing / Advertising Plan.

- a. Write Executive Summary.
- b. Define Situational Analysis.
 - (1) State ARNG situation.
 - (2) Market share reports.
 - (3) Benchmarks to measure success.
 - (4) Local SWOT analysis.
- c. Input Demographic Analysis.
- d. Input Market Analysis.

(1) Target market.

(2) Market Research.

e. Marketing Strategy:

(1) Marketing Objectives.

(2) Marketing Strategies.

(3) NGB Marketing / Advertising programs your state is participating in.

(4) State / Territory Marketing / Advertising programs.

f. Define Media Plan requirements to include:

(1) Print media.

(2) State Media Services Program (SMSP).

(3) Broadcast Media.

(4) Non-Commercial Sustainment Agreement (NCSA).

(5) Social media.

(6) Strength Readiness Support Center (SRSC).

(7) Outdoor advertising.

(8) Theater advertising.

(9) Events.

g. Define Marketing / Advertising Return on Investment:

(1) AARs.

(2) Leads to Enlistments.

(3) Event attendance.

(4) COI / VIP development.

(5) Word of mouth.

(6) Face-to-Face.

(7) Lead fulfillment.

(8) Event participation.

(9) Market share.

(10) Retention rate.

(11) Strength maintenance mission.

(12) Positive media coverage.

h. Input Advertising Calendar.

i. Input Budget Plan.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job-training for Soldiers who experience major difficulties in task performance.

Evaluation Preparation: This task may be evaluated by two methods; a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section. b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition Statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, in accordance with the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Reviewed upcoming FY National Guard Bureau Marketing Plan.			
2. Reviewed previous year's State / Territory Marketing / Advertising Plan to determine effectiveness in meeting goals and objectives.			
3. Identified Strength Maintenance goals for targeted marketing purposes.			
4. Defined Market areas for targeted marketing purposes.			
5. Reviewed Competitor Strengths, Weakness, Opportunity, Threat (SWOT) analysis for targeted marketing purposes.			
6. Reviewed Statistical Data for targeted marketing purposes.			
7. Drafted State / Territory Marketing / Advertising Plan.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	FAR	Federal Acquisition Regulation	Yes	No
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	PAM 600-8-23	STANDARD INSTALLATION/DIVISION PERSONNEL SYSTEM (SIDPERS) DATABASE MANAGEMENT PROCEDURES	Yes	No

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you

will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None

ICTL Data :

ICTL Title	Personnel Type	MOS Data
79T ARNG Recruiting and Retention-SL4	Enlisted	MOS: 79T, Skill Level: SL4, ASI: V7, Duty Pos: REA, SQI: 4