



Strategic Marketing and Business Development (MBD) Plan

PRESENTED BY:
Marketing and Business Development Committee

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Major Goals

- Human Advocacy
- Financial Stability
- Market Position

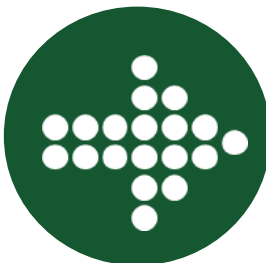
Paths to Goals

- Branding
- Marketing Systems
- Communications, PR & Promotion

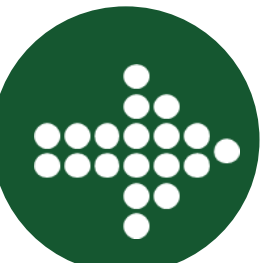
Strategic MBD Plan: Overview

JobOne is developing a strategic marketing and business development plan in alignment with our core values to fulfill our mission and pursue our organizational vision. The plan will be developed in tactical phases for the purpose of gathering insights from all stakeholder audiences, including employees, staff, board, customers, caregivers, donors, and the business/advocacy communities. The plan should be based on the understanding of JobOne’s overall organizational goals, service offering (community and business), and competitive position in the marketplace to determine the strategic imperatives for success.

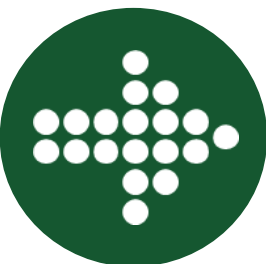
Organizational Goals:



01: Impact lives through job opportunities, advocacy, training, and career development to create a more inclusive community.



02: Improve long-term financial stability of the organization and increase revenue funding streams through advocacy, business development, and awareness.



03: Establish JobOne as a competitive provider of inclusive employment and business service solutions in the KC regional market.

Mission

Our mission is to build skills and connections that create employment opportunities for people with disabilities

Vision

JobOne envisions a world where people with disabilities are active participants in the labor force.

Core Values

Professionalism
Empowerment
Opportunities

Partnerships
Leadership
Excellence

Strategic MBD Plan: Drivers

Why:

To build awareness of the JobOne brand and service offering and establish JobOne as a premier provider of inclusive employment services and business solutions in the market.

How:

Define JobOne's strengths, challenges, and opportunities; establish cohesive brand identity/messaging, communications, and marketing strategy; and implement tactical plan for success.

Who:

Target existing customers and new commercial/government prospects for business service engagement; new & potential employment candidates; and current & prospective donors.

What:

Leverage exiting internal resources and identify cost-effective tools for implementing the Strategic MBD Plan.



Current JobOne Revenue Streams

EMPLOYMENT SERVICES

CAREERS

(Customer is the employer)

What: Staffing Solutions

Who: Commercial Employers in the Community

Net Income:
FY15: \$93,275
FY16: \$174,008

Community Employment

(AbilityOne + Staffing – JobOne is the employer)

What: Staffing Solutions for public & private contracts

Who: Government & Private Employers

Net Income:
FY15: \$1,598,316
FY16: \$1,518,971

Production

(Packaging, Assembly, Workshop)

What: Production support services

Who: Commercial Businesses

Net Income:
FY15: \$243,483
FY16: \$153,219

BUSINESS SERVICES

Recycling

What: Large-volume materials recycling, sorting & dis-assembly

Who: Businesses & Community Drop-Off (Grandview)

Net Income:
FY15: \$127,219
FY16: \$144,377

SDS

What: Secure Document & Information Destruction

Who: Businesses & Organizations

Net Income:
FY15: \$304,360
FY16: \$632,419

NONPROFIT

Fund Dev

What: 501(c) 3 Fundraising

Who: Business, Foundation & Individual Donors

Net Income:
FY15: \$65,765
FY16: \$58,033

SWOT Analysis

Strengths

- One of largest providers in the state
- Metrowide scope & broad service area
- Diverse Board w/community connections
- Diversified business units/services
- Nat. accreditation & deep knowledge in shredding
- 50+ years workshop industry experience
- Provides employment **choices**
- Strong community, government, and client relationships
- Strong relationships with vocational referral services
- High customer retention/satisfaction
- High employee retention/satisfaction

Weaknesses

- Misperceptions of “disability” equating substandard quality or performance
- Connotations of “Workshop” terminology
- Differentiating from “disclosed disability” categories in hiring processes (i.e., asthma, anxiety, diabetes, etc.)
- General community awareness of the business services provided
- Reactive approach to bus dev; unidentified target industries
- Overlap & confusion of fundraising & business dev messaging
- Oversaturation in local staffing and shredding markets
- 14-15 similar providers in JaCo (niche-driven)
- Job1One.org/.com domain name & search presence by industry keywords; Google map display

Opportunities

- 501(c)3 designations & Fund Development efforts
- Outreach to increase direct referrals (caregivers) with VR (Vocational Rehab)
- Growth in regional fulfillment and production services market
- Government incentives/contract requirements for hiring individuals with disabilities (leverage BLN to identify target companies, i.e, Cerner, Sprint, Garmin, etc., and develop education pieces)
- Data/info supporting the benefits of hiring individuals with disabilities (access to info through industry orgs)
- Categorizing business units and update branding for continuity
- Leverage existing internal CRM system to streamline/target efforts and harvest business development data

Threats

- WIOA (Workforce Innovation and Opportunity Act) / Legislation
- Competition (local and overseas fulfillment houses)
- Compensation & advocacy movements
- Manufacturing/fulfillment technology, automated warehouses

JobOne Situational Review

Target Customer

- EMPLOYMENT SERVICES – Commercial & government organizations in KC Metro region
- BUSINESS SERVICES (Production, SDS & Recycling) – Commercial & government organizations in region (E-Jeff City; W-Wichita; N-St. Joe)
- FUND DEVELOPMENT – Individual donors, businesses and foundations

Unique Selling Proposition

JobOne delivers competitively priced, efficient and flexible production and employment services, as well as nationally-accredited and highly secure materials destruction with the added benefit of providing employment choices for individuals with disabilities.

Price & Position

JobOne pricing should be aligned with the market average among other large “workshop” operations in the state, as well as competing for-profit fulfilment/warehouse operations in the KC area to establish itself as a quality service provider. It is recommended that JobOne NOT take the position as the most inexpensive option, as this can reinforce misperceptions of compromised quality.

Method of Engagement

- EMPLOYMENT SERVICES – request for quote on website or by calling main phone line; face-to-face
- BUSINESS SERVICES (Production, SDS & Recycling) – RFQ on website or call main phone line; face-to-face
- FUND DEVELOPMENT – donate online, sign up for info, or call main line; face-to-face



Path To Goal 01: Human Advocacy

Goal: Impact lives through job opportunities, advocacy, training, and career development to create a more inclusive community.

Tactics 01:

- Develop materials tool kit for VR distribution to caregivers & candidates
- Launch PR initiative (press and event-based) to positively highlight VR and increase awareness
- Direct mail and/or email campaign to caregivers and/or caregiver connected organizations

Tactics 02:

- Launch PR initiative focused on trade and business publications/outlets
- Launch digital campaign with fulfillment-centric SEO/SEM and landing page components
- Secure fulfillment-centric testimonials and case studies from business community, and staff stories to incorporate into messaging and resource center

Tactics 03:

- Develop educational tool kit for government contract employers on hiring requirements
- Develop SME content for web blog and social sharing
- Secure speaking engagements, sponsorships and/or appearances at relevant industry events

Strategy 01: Establish strong partnerships & caregiver/candidate outreach initiatives with Vocational Rehab

Strategy 02: Establish JobOne as recognized regional production solution (people-focused)

Strategy 03: Establish JobOne as a subject matter expert (SME) in government hiring requirements and advocate in legislative matters

Strategic Data Point: ex: Increase candidate placements by ??% (Will work with staff to determine baseline goals and projections.)

Path To Goal 02: Financial Stability

Strategy 01: Establish sales conversion process, referral & retention programs.

Strategy 02: Establish people-focused community awareness campaign.

Strategy 03: Establish lead-generation campaign targeting regional small to mid-sized businesses.

Strategic Data Point: ex: Increase organizational revenue by ??% (Will work with staff to determine baseline goals and projections.)

Goal: Improve long-term financial stability of the organization and increase revenue funding streams through advocacy, business development, and awareness.

Tactics 01:

- Create milestones and materials tool kit to support sales conversion process
- Develop referral incentive and tracking structure and supporting marketing materials
- Create customer appreciation program and recognition event(s)

Tactics 02:

- Collaborate with Fund Development to develop donor messaging and branding that aligns with for-profit branding
- Develop Fund Dev marketing & media tool kit
- Launch PR-driven campaign highlighting impact on individual lives and families to secure earned media coverage

Tactics 03:

- Develop marketing materials including collateral and web-based “squeeze” pages to collect leads
- Launch targeted direct mail campaign to hiring managers and warehouse/fulfillment decision-makers
- Secure sponsorships, appearances and/or speaking engagements at business events

Path To Goal 03: Market Position

Strategy 01: Establish internal and external brand awareness campaign.

Strategy 02: Establish JobOne as a competitive business services provider in regional market (solutions-focused).

Strategy 03: Establish internal lead and database management systems to maximize cross-promotional growth potential. (CRM, Digital)

Strategic Data Point: ex: Increase digital traffic by %?. Increase leads by %? (Will work with staff to determine baseline goals and projections.)

Goal: Establish JobOne as a competitive provider of inclusive employment and business service solutions in the KC regional market.

Tactics 01:

- Update messaging (business unit names, tag line, etc.) and branding (logo and color refresh) and develop a companywide style guide
- Update targeted prospect/customer/donor emails & print collateral; develop promo postcards & info rack cards
- Host internal brand intro “event” and launch PR to introduce updates externally

Tactics 02:

- Develop sales collateral targeted for commercial markets (presentation and marketing tool kit)
- Launched service-focused SEO keywords and SEM buys with lead-gen landing pages for service areas
- Launch PR recognizing progress/gains in business services market (leverage testimonials, results, case studies)
- Establish a schedule of promotions based on customer onboarding and seasonal indicators, i.e., 10% off your first transaction or a “spring cleaning for business” SDS and recycling bundle offer.

Tactics 03:

- Implement companywide usage of existing CRM tools w/data entry process
- Implement reporting/data review process to filter and follow-up on leads, as well as track progress
- Establish process for fielding incoming website RFQs and phone calls to direct inquiries to proper contact immediately; set response and follow-up protocol to capture lead info and close deal.

Strategic MBD Plan Implementation Timeline

Foundation

Update branding, identity materials and baseline collateral. Internal team training/ messaging.

(Apr 2017 – Sep 2017)

Outreach

Launch external campaigns to defined prospects. Build prospect database.

(Dec 2017 – Ongoing)

Rollout

PR intro of updated branding and outreach to existing customers & contacts

(Sep 2017 - Dec 2017)

Maintenance

Continue community & business development outreach to raise awareness & meet milestones. Heavy focus on PR (events, sponsorships, earned media) and digital (seo/sem, social, email) communications tools.

(Ongoing)

Implementation: PHASE I

Foundation

FOUNDATION PHASE

Summary: Update branding, identity materials and baseline collateral. Internal team training/messaging.

Target Timeline:
Apr 2017 - Sep 2017

Branding

- Update tagline and messaging/naming of business units
- Review & update website URL, social handles
- Update logo/colors and establish a style guide
- Update business cards, website logos, email signatures, social images, letterhead, enews templates, etc.
- Develop new base collateral for each line of business (brochures, web pages, videos, etc. – Marketing Tool Kit)
- Update fundraising platform on website (branded donation processing)
- Define production costs

Marketing Systems

- Define sales/revenue milestones for goal setting and tracking progress (Strategic Data Points)
- Upon completion of brand updates, launch internal “information exchange” to update team
- Harvest data points to support business benefits (productivity & efficiency stats, enrichment stats, testimonials)
- Implement companywide usage of existing CRM tools w/data entry process
- Implement reporting/data review process to filter and follow-up on leads, as well as track progress
- Establish process for fielding incoming website RFQs and phone calls to direct inquiries to proper contact immediately; set response and follow-up protocol to capture lead info and close deal.

Communications, PR & Promotions

- Conduct SEO review and update keywords
- Review SEM and web-based lead-generation opportunities (define paid search costs)
- Define organizational communications schedule & update social and posting strategy (blog, sharing etc.)
- Define promotions schedule for each business unit

Implementation: PHASE II

Rollout

ROLLOUT PHASE

Summary: PR intro of updated branding and outreach to existing customers & contacts

Target Timeline:
Sep 2017 - Dec 2017

Branding

- Develop branded toolkit for Board of Directors and Fund Development
- Develop media kit (and post link on website)
- Define production costs.

Marketing Systems

- Identify and outline market alliances and prospects for outreach (industry, advocacy, media, etc.)
- Develop customer appreciation/retention program
- Continue integration of CRM and Bloomerang systems; harvest data for outreach campaigns
- Scrub email lists (Constant Contact); review tools and establish data entry and management processes

Communications, PR & Promotions

- Host community/networking event to introduce brand updates and raise awareness of offering
- Introduce general and industry-focused PR recognizing progress/gains in business services market (leverage testimonials, results, case studies)
- Identify presentation speaking opportunities and build calendar of engagements
- Integrate employee/customer stories in additional external communications (web and social features)
- Launch promotional schedule; develop call and/or email campaign(s) to existing customers and prospects

Implementation: PHASE III

Outreach

OUTREACH PHASE

Summary: Launch external campaigns to defined prospects. Build prospect database.

Target Timeline:

Dec 2017- Ongoing

Branding

- Develop branded collateral for agencies, candidates and caregivers
- Develop branded educational collateral for government contractors & commercial employers
- Define production costs

Marketing Systems

- Build database(s) for client, prospect, and community communications; align with Development data/communications
- Develop referral and/or affiliate program(s) to support business development

Communications, PR & Promotions

- Continue PR campaign highlighting performance & employee/customer stories (earned media)
- Schedule presentation/speaking engagements to build SME (subject matter expert) status
- Launch blog and sharing schedule (social and website)
- Launch call and/or email campaign(s) to existing customers and prospects
- Establish digital strategy to drive traffic and use “squeeze pages” to capture leads
- Identify paid-media opportunities (digital & traditional) and develop advertising plan (define costs)

Implementation: PHASE IV

Maintenance

MAINTENANCE PHASE

Summary: Continue community & business development outreach to raise awareness & meet milestones. Heavy focus on PR (events, sponsorships, earned media) and digital (seo/sem, social, email) communications tools.

Target Timeline:
Ongoing

Branding

- Develop campaign concept for b2b marketing
- Develop PR-driven campaign concept for mission awareness
- Develop campaign creative assets/materials
- Continue development of general messaging, branded assets, and updated creative as necessary

Marketing Systems

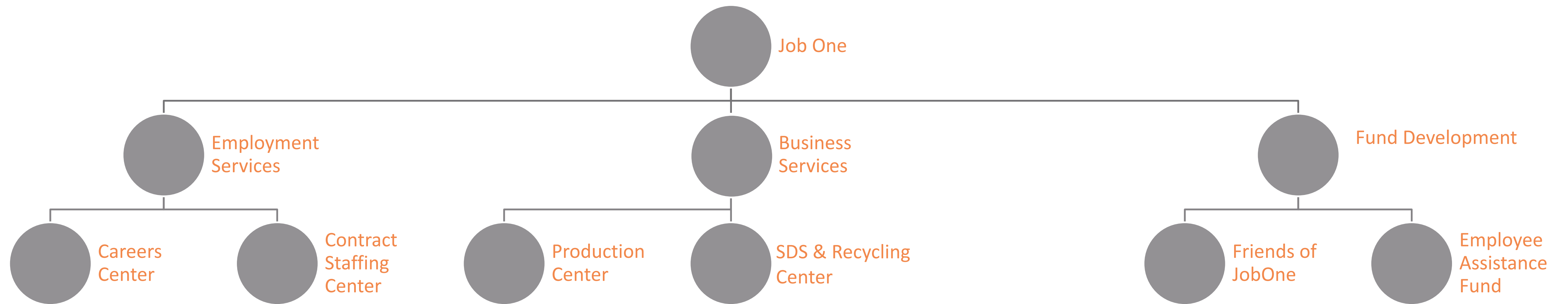
- Continue building prospect database and CRM integration
- Monitor campaign/outreach performance and adjust strategies as necessary
- Review service pricing and build pricing/performance comparison materials to support sales process
- Establish tools for conducting customer/community surveys and reporting findings

Communications, PR & Promotions

- Continue execution of social media and SEO strategies
- Establish schedule of hosted events for clients, prospects, donors and community
- Identify sponsorship and external event opportunities
- Launch integrated PR campaign to raise awareness
- Launch PR initiative (press and event-based) to positively highlight VR and increase awareness
- Direct mail and/or email campaign to caregivers and/or caregiver connected organizations

Job One Divisions

Organizational Chart for Communications



Job One Nomenclature:

Administrators/Associates/Staff = Management and staff supporting employees/clients

Employees/Clients = Individuals with disabilities employed through Job One services (Employees = Contract/Workshop; Clients = Careers Program)

Customers/Contracts = Business and organizations who engage Job One services or employees

Partners = Outside vendors, sponsors, major donors, community support organizations

Branding: Logo | Tagline | Naming | Design Elements

JOB ONE

JOB
ONE

JOB ONE
BUSINESS SERVICES



JOB ONE
BUSINESS ON A MISSION

JOB
ONE
BUSINESS ON A MISSION

JOB ONE
EMPLOYMENT SERVICES



JOB ONE
FUND DEVELOPMENT



JOB ONE

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ON A
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