



TGS Marketing Resources  
Library Marketing Plan

## MARKETING PLAN

<b>Timing</b>	<b>Action</b>	<b>Support Materials</b>
<b>Week 1</b>	<p>Send out initial announcement to members</p> <p>Review TGS Marketing Resources Library and videos with TGS rep and decide how to use effectively</p> <p>Review Association conference and meeting schedules for year one and discuss/confirm participation by TGS rep.</p>	<p>Supplied by TGS</p> <p>Website</p>
<b>2</b>	<p>Establish process for monthly email of “Marketing the HR Power Centre” Messages</p>	<p>Marketing Resources Library</p> <p>Marketing Resources Library</p>
<b>3</b>	<p>Establish process for including one article on people management in every Association Newsletter</p>	<p>Marketing Resources Library</p>
<b>4</b>	<p>Send out follow up to initial announcement</p> <p>Establish 11 month schedule for telephone follow up</p> <p>Distribute TGS Re-selling video</p> <p>Distribute TGS Talking Suits newsletter</p>	<p>Supplied by TGS</p> <p>Script provided by TGS</p> <p>Marketing Resources Library</p> <p>Provided by TGS</p>
<b>Month 2</b>	<p>Send Marketing the HR Power Centre Message email to non users</p> <p>Insert HR article in Association newsletter</p> <p>Include “Users’ FAQ List” in first Association Newsletter after signing license</p> <p>Facilitate the “Your TGS Subscription” webinar</p> <p>Implement telephone follow up schedule</p>	<p>Marketing Resources Library</p> <p>Marketing Resources Library</p> <p>Marketing Resources Library</p> <p>Marketing Resources Library</p> <p>TGS and Administrator</p>



TGS Marketing Resources Library  
 Section 2 –Marketing Plan  
 11/05/14

	<b>Distribute TGS Talking Suits newsletter</b>	
<b>Month 3</b>	<b>Send HR Power Centre Message email to non users</b> <b>Insert HR article in Association newsletter</b> <b>Send out “10 Reasons to sign up” email to non users (From "50 reasons" document)</b> <b>Continue telephone follow up</b> <b>Distribute TGS Talking Suits newsletter</b>	<b>Marketing Resources Library</b> <b>Marketing Resources Library</b> <b>Marketing Resources Library</b>
<b>Month 4</b>	<b>Send HR Power Centre Message email to non users</b> <b>Send Employee Engagement Message to non users</b> <b>Insert HR article in Association newsletter</b> <b>Send out “10 Reasons to sign up” email to non users (From "50 reasons" document)</b> <b>Facilitate the “Your TGS Subscription” webinar</b> <b>Continue telephone follow up</b> <b>Distribute TGS Talking Suits newsletter</b>	<b>Marketing Resources Library</b> <b>Marketing Resources Library</b> <b>Marketing Resources Library</b> <b>Marketing Resources Library</b> <b>TGS and Administrator</b>
<b>Month 5</b>	<b>Collect testimonials from member users to include in Newsletter</b> <b>Send HR Power Centre Message email to non users</b> <b>Insert HR article in Association newsletter</b> <b>Send out “10 Reasons to sign up” email to non users (From "50 reasons" document)</b> <b>Continue telephone follow up</b> <b>Distribute TGS Talking Suits newsletter</b>	<b>Marketing Resources Library</b> <b>Marketing Resources Library</b> <b>Marketing Resources Library</b>



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<p><b>Month 6</b></p>	<p><b>Continue collecting testimonials from member users</b></p> <p><b>Send HR Power Centre Message email to non users</b></p> <p><b>Send Employee Engagement Message to non users</b></p> <p><b>Insert HR article in Association newsletter</b> <b>Continue telephone follow up</b></p> <p><b>Send out "10 Reasons to sign up" email to non users (From "50 reasons" document)</b></p> <p><b>Distribute TGS Talking Suits newsletter</b></p>	<p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p>
<p><b>Month 7</b></p>	<p><b>Continue collecting testimonials from member users</b></p> <p><b>Send HR Power Centre Message email to non users</b></p> <p><b>Insert HR article in Association newsletter</b></p> <p><b>Send out "10 Reasons to sign up" email to non users (From "50 reasons" document)</b></p> <p><b>Continue telephone follow up schedule</b></p> <p><b>Distribute TGS Talking Suits newsletter</b></p>	<p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p>
<p><b>Month 8</b></p>	<p><b>Continue collecting testimonials from member users</b></p> <p><b>Send HR Power Centre Message email to non users</b></p> <p><b>Insert HR article in Association newsletter</b></p> <p><b>Send out "10 Reasons to sign up" email to non users (repeat of first email)</b></p> <p><b>Continue telephone follow up schedule</b></p>	<p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p>



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	<b>Distribute TGS Talking Suits newsletter</b>	
<b>Month 9</b>	<b>Send HR Power Centre Message email to non users</b>  <b>Insert HR article in Association newsletter</b>  <b>Send out “10 Reasons to sign up” email to non users (repeat of second email)</b>  <b>Continue telephone follow up schedule</b>  <b>Distribute TGS Talking Suits newsletter</b>	<b>Marketing Resources Library</b>  <b>Marketing Resources Library</b>  <b>Marketing Resources Library</b>
<b>Month 10</b>	<b>Send Awareness Message email to non users</b>  <b>Insert HR article in Association newsletter</b>  <b>Send out “10 Reasons to sign up” email to non users (repeat of third email)</b>  <b>Continue telephone follow up schedule</b>  <b>Distribute TGS Talking Suits newsletter</b>	<b>Marketing Resources Library</b>  <b>Marketing Resources Library</b>  <b>Marketing Resources Library</b>
<b>Month 11</b>	<b>Association will receive invoice from TGS unless otherwise notified as per contract</b>  <b>Send HR Power Centre Message email to non users</b>  <b>Insert HR article in Association newsletter</b>  <b>Send out “10 Reasons to sign up” email to non users (repeat of fourth email)</b>  <b>Continue telephone follow up schedule</b>  <b>Distribute TGS Talking Suits newsletter</b>	<b>Marketing Resources Library</b>  <b>Marketing Resources Library</b>  <b>Marketing Resources Library</b>



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<b>Month 12</b>	<p><b>Send HR Power Centre Message email to non users</b></p> <p><b>Send Employee Engagement Message to non users</b></p> <p><b>Insert HR article in Association newsletter</b></p> <p><b>Send out “10 Reasons to sign up” email to non users (repeat of fifth email)</b></p> <p><b>Continue telephone follow up schedule</b></p> <p><b>Distribute TGS Talking Suits newsletter</b></p>	<p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p> <p><b>Marketing Resources Library</b></p>
<b>Year 2</b>	<p><b>TGS will meet with the Association to plan Communications Program for Year 2</b></p>	