

MARKETING PLAN IN A BOX



Getting Started Guide

Marketing Plan in a Box (MPB) is a product of Christian Camp and Conference Association (©2011) and is available only to CCCA individual members whose organization has purchased MPB. As a CCCA individual member, users may click [here](#) to purchase MPB.

Marketing Plan in a Box contains four modules:

- **Social Media**
- **Advertising**
- **Public Relations**
- **Fund Development**

as well as a bonus unit entitled “**Branding & Marketing Basics.**”

The Getting Started Guide contains the following sections:

- [Where to Start](#) in MPB on page 3
 - [Navigating MPB](#) on page 4
 - [Sharing MPB](#) on page 5
 - [Frequently Asked Questions](#) on page 6
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Where to Start in Marketing Plan in a Box

1) Navigation

MPB contains four modules: Social Media, Advertising, Public Relations and Fund Development, as well as a bonus unit entitled “Branding and Marketing Basics.” Review the [Navigating MPB](#) procedures before beginning use of the product.

2) Build Your Plan

A “Build Your Plan” guide is a printable Word document that should be used in conjunction with the product. As you work through the Branding and Marketing Basics unit, take time to answer questions, fill in blanks and prepare content for meetings to be had with your team, board members, etc. From those meetings you will harvest information that will help you set goals and identify brand strengths and weaknesses. As you continue throughout each module of Marketing Plan in a Box, go back to Build Your Plan and record tactics you would like to use to market your camp or conference center.

3) Branding and Marketing Basics

The Branding and Marketing Basics unit provides detailed instruction for performing a brand audit for your camp/conference. The results from these findings will greatly affect how you proceed with your marketing strategy. It is highly recommended that this audit is completed before reviewing and implementing tactics from the Social Media, Advertising, Public Relations and Fund Development modules.

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Navigating Marketing Plan in a Box

Modules

There are four modules included in MPB: Social Media, Advertising, Public Relations and Fund Development. To begin navigation of these modules, select one of the four color-coded buttons under the MPB logo in the top center of your screen.

The selected module's sections will appear in an index on the right side of your screen. Select a tab, then choose a tactic.

Case Studies and Recommended Resources

Each module contains a Case Studies and Recommended Resources tab. These tabs list only the case studies and resources for the individual module in which it is contained. For a full listing of recommended resources, select the Recommended Resources tab in the lower index at the bottom of the page.

Quick Tips

Each page has a Quick Tip listed under the table of contents. Select "learn more" to be redirected to the Quick Tip's advertised tactic.

Other Links

A table of contents listing the Getting Started Guide, Branding and Marketing Basics, Recommended Resources, Build Your Plan and Downloads will be available on every page.

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Top Navigation

Navigation is listed at the top of the site and includes: Home (returns the user to the MPB home page, not the MyCCCA), About Us, Contact Us, Sitemap and Search.

A link to CCCA's Facebook page, Twitter, and Pinterest accounts are also available in the top right hand corner of the site.

Sharing Marketing Plan in a Box

Who May Have Access to MPB

Access is granted through MyCCCA to any individual CCCA member whose organization has purchased the product. For questions regarding member access, click [here](#) (page 2).

Who May Not Have Access to MPB

Upon purchasing and accessing Marketing Plan in a Box, you will be asked to agree to the terms and conditions of use for MPB. By agreeing to these terms, you will have promised not to share the contents of or access to MPB with those outside of your current organization who has purchased MPB.

Contents may not be shared with outside sources even if:

- A current individual member leaves a camp/conference that has purchased access to MPB and begins work at another CCCA camp that has not purchased MPB.
- A camp/conference who has purchased access to MPB is an affiliate or falls under the umbrella with a camp/conference who has not purchased access.
- Current individual members who work at different camp/conferences are married or related and yet one of the organizations has not purchased MPB.

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Frequently Asked Questions

- **Will the resource be an actual box or an online web-based tool?**
Marketing Plan in a Box won't arrive in the mail – rather – it's a web-based resource that can be accessed anytime, anywhere you have a connection to the Internet. As a CCCA individual member, click [here](#) to go directly to MPB in the CCCA Store.
- **What will each module contain, and how can it help me?**
Each of the four modules will contain foundational principles, off-the-shelf ideas, printable templates and how-to's, case studies and recommended resources specifically for Christian camp and conference centers.
- **When is the release date of the product, and how long will I have access?**
MPB will be available for use as of Feb. 7, 2011 at which time those who have purchased the product will have access for one year. Those who purchase MPB after Feb. 7 will be granted access for one year as of the day the log-in information is given.
- **Will I have to purchase MPB again after my year's subscription expires?**
Once you purchase MPB, you do not have to renew as long as your camp membership is current, individual members can access MPB.
- **Will there be updates to MPB?**
In 2015, Version 3 of MPB will be released, featuring new look, updated resources, and timely tips.

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- **What if I need assistance using MPB? Is there someone to help me?**

Yes. CCCA staff will be available to assist with any questions you may have, and can be reached at 888-922-2287.

- **How much does it cost and how can I purchase MPB?**

Though it contains thousands of dollars worth of marketing consultation, MPB is offered at an introductory rate of \$199. You can purchase MPB in the CCCA Online Member Store or call CCCA at 888-922-2287.