

## Marketing and Public Relations Plan for the Editors' Association of Canada

### Part 1: SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Large membership base</li><li>• Large volunteer base</li><li>• EAC is it: there's no other national editorial association</li><li>• EAC's members are passionate about what they do</li><li>• E-mail list serves and newsletters – allows members to stay connected</li><li>• We have a website that makes us easy to find by anyone with a computer and internet.</li><li>• We do a fair amount of outreach to people in the industry.</li></ul>	<ul style="list-style-type: none"><li>• The role of the editor is fuzzy to many; few understand the complexity of editing</li><li>• Editing is not seen as a profession; it's seen as something you fall into (certification should change this)</li><li>• Editors are often viewed as stuffy book-worms; hence, the association doesn't have name appeal</li><li>• Low profile – it is not as obvious to a non-EAC member where to go to find an editor (search on google – we are not first on the page – there is tons of competition out there!)</li><li>• New editors who join mainly for the job postings could become easily discouraged due to their infrequency and competitiveness.</li><li>• If you live and work outside a major city, there is little opportunity to hear about the association or meet any of its members (network).</li><li>• EAC is regionally focused (historically and currently) and members feel closer to their regional/local network than the national one (unless you live in Toronto).</li></ul>

<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Everybody needs an editor – a good campaign could raise our profile -</li> <li>• We have a vibrant and diverse membership base that is <i>not</i> stuffy – we need to promote the contemporary editor</li> <li>• Editors often work alone so need a network to connect with</li> <li>• Certification will increase our profile and credibility, creating opportunities for news items about certification</li> <li>• There are many organizations that would likely be interested in promoting us to their members</li> </ul>	<ul style="list-style-type: none"> <li>• It may be difficult to market the EAC to potential employers/clients because we lack an extensive, up-to-date database (we have e-mail addresses for 969 of the 3,521 names in our contact database)</li> <li>• Editing is a solitary exercise</li> <li>• Competition: Many people who are editors may choose to become members of CMPA, PWAC, or other associations instead because they are primarily writers and can't afford both memberships</li> <li>• Cost of membership may be prohibitive to some</li> </ul>

## **Part 2: Target Markets**

- A. Media
- B. Professional Associations
- C. Academia
- D. Government
- E. Publishers-Industry

A. Media

Objectives:

- to encourage media to use our publications as an authoritative resource
- to encourage media to call us to get answers to questions
- to encourage media to hire our members
- to raise awareness of EAC by journalists

<b>Strategies/Tools</b>	<b>Benefit</b>	<b>Cost</b>
“Ask an Editor” service for journalists, editorial writers, etc. on our homepage. Questions and answers could be posted so any reader could benefit.	Offer it as a free service to attract people to our website.	Staff or volunteer time
Bookmarks	Visible reminder of EAC, easy to distribute	\$1,000 to \$3,000
Provide editing tips to a trade publication or on-line media group	Goes to market rather than having them come to us	Staff/volunteer time
Pitch stories or story ideas about editors, editing trends, and editing itself to media for publication.	Raises our profile to a general audience	Volunteer time
Send public service announcements about our organization’s events to local media	Attract new members, particularly among CBC listeners.	Volunteer time

B: Professional Associations

Objectives:

- raise awareness
- increase membership
- augment association profile
- promotion certification

<b>Strategies/Tools</b>	<b>Benefits</b>	<b>Cost</b>
Cross Promotions & Advertising Partnerships	lowers our advertising budget. This initiative should be done for all communications, including print, electronic and event programs. Industry standards indicate that a full page ad ranges from \$1600 - \$2800.	But ad swaps may still involve some money, since the circulation and coverage across different partners maybe different. Such differences can be minimized by inventing creative ways for cross promotional opportunities. I.e.: \$0 - \$10,000/year

Corporate Partnerships	join forces as an alliance to execute online and print direct promotions to companies, participate in their trade shows	involves hourly rate of webmaster for posting; artwork should be provided by the advertising partner = no costs; print marketing is our regular printing costs - varies depending on job I.e.: \$2000/year for webmaster's cost
Academic Partnerships	join forces as an alliance to execute online and print direct promotions to schools and colleges, participate in their related events and job fairs to increase awareness and recruitment student members	To sponsor academic or school board events; informational partnerships can be no costs but involves volunteer time, transportation reimbursements and booth set up materials = banner, souvenirs and printed brochures I.e.: \$20000-30000/year
Trade Show Booths – Partnership	if we trade booths and speaker opportunities for events, then no costs in involved	\$0
Training	examine our courses, seminars and certification requirements to see if there are any programs that can be offered jointly, to increase participation and to reduce costs	internal work by volunteers I.e.: \$0
Increasing membership	to partner with other organizations to create combo	internal analytical work by

	membership deal; costs analyses required	volunteers I.e.: \$0
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### C. Academia

#### Objectives:

- to encourage relevant university/college programs to use our publications as authoritative resources in their curricula
- to encourage students/faculty to call us to get answers to questions
- to encourage students/faculty/staff to use our services
- to encourage students/faculty/staff to become members
- to raise awareness of EAC by students/faculty/staff (including librarians)
  
- to promote editing as a viable career
- to raise awareness of our certification process
- to become the “top-of-mind” association on communications issues for academics

<b>Strategies/tools</b>	<b>Benefits</b>	<b>Cost</b>
Host special information sessions for students/faculty on editing as a career	Introduces EAC and editing	volunteer time
Develop or build on existing relationships with programs & faculty members	EAC members may be invited to give guest lectures and our certification will be promoted	volunteer time
Partner with schools that offer editing, publishing, writing & journalism programs	introduces EAC to instructors and students, increasing members, promoting the profession and certification	volunteer time, printing costs for hand-outs, bookmarks, etc.
Develop certificate/diploma in editing with colleges	promotes EAC certification (our courses could be used)	staff/volunteer time
Distribute EAC publications at career counseling centres	Raises profile, directs students to editing as a career	Publications, postage
Attend relevant professional	Raises profile	Volunteer time

development fairs		
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#### D. Government

Objectives:

- Make EAC known as a resource to governments
- Encourage employees of the government to attend our meetings, workshops and other editing-related events.
- Become recognized as a valuable asset to any publication or writing-related project.

<b>Strategies/Tools</b>	<b>Benefits</b>	<b>Costs</b>
Compile a list of federal and provincial government depts. and crown corps	Increase our understanding of the government market	Volunteer Time
Develop a workshop or series for employees (as training for their job, or individual fulfillment)	Raises our profile, increases membership, promotes value of editing	Staff/volunteer time
Develop and distribute a publication for government professionals outlining the benefits of hiring editors	Raises our profile	Volunteer time, printing and delivery costs
Develop and distribute a publication for government employees with editing tips and invitations to a meeting or workshop	Raises profile, increases membership	Volunteer costs, printing and delivery costs

#### E. Publishers-Industry

Objectives:

- To position EAC as Canada's "leading authority" on editing- and language-related issues

- To establish the likely superiority of an EAC member over an unaffiliated editor
- To foster support within publishing community for EAC and its activities
- To raise awareness of EAC certification project and our professional excellence
- To increase knowledge of the benefits of hiring an EAC member (freelance or in-house)
- To increase support for hiring an EAC member (freelance and in-house)

<b>Strategies/Tools</b>	<b>Benefit</b>	<b>Cost</b>
Develop and distribute an industry-focused survey-plus-needs analysis	Helps us understand publishers' needs and will guide development of EAC brand and publishing industry sub-brand identities.	\$5,000–\$10,000 (research, writing, dissemination, collection, analysis) .
Develop and deliver on-site workplace versions of EAC seminars.	Promotes EAC, certification and the editing profession. Attracts new members	about the same as member seminars
Develop and promote a dedicated “Publishers Hotline” in each regional branch or via the national office.	Increases EAC profile, increases goodwill with industry	Volunteer Time
Promote annual EAC conference throughout the publishing community, offering discounted rates for groups of three or more employees sponsored by publishing firms.	Increases attendance at conferences, promotes membership.	Volunteer time
Intensify publishers' participation in EAC's awards program (e.g., by involving them as nominators, judges, presenters, and specific award sponsors).	Encourages publishers' involvement in EAC and promotes our strengths.	Volunteer time