



DISASTER RECOVERY INSTITUTE OF CANADA (DRIC)

Comprehensive Integrated Marketing Plan

S. Sutton & Associates Inc. developed a comprehensive, integrated marketing plan for DRIC, a nonprofit organization that provides internationally recognized education and certification in business continuity, disaster recovery and emergency management to professionals in Canada.



After conducting a comprehensive assessment of current marketing campaigns and communications, S. Sutton & Associates Inc. created a marketing plan for 2019-2020 focused on achieving specific goals including acquiring new members, raising awareness of DRIC's services, and increasing retention.

Using tactics including a needs assessment, stakeholder surveys, situational analysis, qualitative and quantitative research, customer and competitive analysis, and data analytics S. Sutton & Associates Inc. crafted a measurable marketing plan in collaboration with stakeholders to ensure buy-in.

After effectively implementing the plan and monitoring, analyzing, and testing key performance indicators (KPIs), S. Sutton & Associates Inc. worked with the DRIC's Board to ensure a successful transition and continued momentum for future marketing and communications campaigns.

