

## 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.

"S. Sutton & Associates Inc. made it incredibly easy to understand our marketing needs based on our target objectives. Starting from the Request for Proposal (RFP) response all the way to supporting our team in execution was something that truly made S. Sutton & Associates Inc. stand out. An example of our success is the increase in traffic to our LinkedIn page that provides important updates to our Members. From the beginning of executing our marketing campaign that our S. Sutton Innovation Team developed in January 2020, our average LinkedIn visitors virtually tripled month over month throughout the year thanks to the hard work of the team at S. Sutton & Associates Inc. Great work and would definitely work with the team again!"

– Martin Gierczak, Director at Large, Board of Directors, Disaster Recovery Institute Canada

