

# Marketing Strategy Roadmap

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Marketing Strategy for Online Law Enforcement Training

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\*\*\*\*\*, Primary

Abstract: This document outlines a marketing strategy for the online public safety training company \*\*\*\*\*TM, \*\*\*\*\*, Primary. A company assessment, market research, and various modes of marketing are addressed with recommendations and estimated costs.

Note: This document is a roadmap to market an online e-learning tool for public safety and not a roadmap for the development of the e-learning tool itself.

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# Introduction

This Marketing Strategy Roadmap is a custom document for \*\*\*\*\*™ for the purpose of outlining a path for the successful deployment of an online e-learning tool into the American public safety market place.

This document begins with a company overview; the details of which were provided by two senior members of \*\*\*\*\*a, President and primary for this document, and \*\*\*\*\*b, Director of Training.

The document continues by outlining the necessity of market research. Recommendations are made to gather information from two groups: Industry Competitors and Potential Customers. This information will then be applied and tied to all future marketing decisions.

The document continues by outlining six key associations for public safety training. These associations represent the most influential, powerful, and politically well connected groups for training in US law enforcement. Connections with these groups in the forms of individual and corporate memberships will also provide the best return on investment in both terms of time and money spent.

The document continues by discussing email and online marketing including: Email marketing services, Keyword Purchases and banner advertisements.

The document continues by addressing traditional marketing efforts such as: Direct mail and magazine advertisements. Differences between purchased advertisements and sponsored articles are discussed as well as the importance of utilizing press releases to obtain free exposure for products and services. A table of the major magazines, their circulation and cost for a standard sized advertisement is included.

The document continues with Law Enforcement Conferences. Several key “International”, national and state level conferences are outlined with dates, locations and conference focus. Speaking opportunities are emphasized as the best method of reaching the largest audience. Sponsorships are mentioned as a fast track option.

The document concludes the marketing sections with an admonition to utilize the personnel associated with \*\*\*\*\*™ as soft marketers. Content matter experts will have an especially strong reason to market for \*\*\*\*\*™; they will enjoy greater residual revenue.

The formal document concludes with 5 areas of recommendations, the last of which contains a multi phased marketing timeline.

A position and fee statement for Police Technical LLC services and author information are also included.

## **Police Technical LLC**

Police Technical LLC is a full service consulting company providing a wide range of services for numerous law enforcement and public safety clients. Our services include secure training registrations, online evaluations, conference support and logistics, media purchases, email marketing, survey and market research, design and custom authoring.

Marketing services are billed at \$100.00/hour and 20% over cost for any media purchases.

Pricing example: A \$1000.00 website advertisement would be billed at \$1400.00; cost of the advertisement, 20% over cost, and 2 billable hours for advertisement development and placement.

Estimated project costs will be made for any services

Purchases will only be made with authorization from the client.

Police Technical LLC works on a retainer to establish service; billable hours are taken from this retainer. After its depletion we can establish monthly billing. Additional media purchases and other services will be separately billed.

Checks are to be made payable to: Police Technical LLC

661 Poplar Street  
Terre Haute, IN 47808

Federal ID # 20-2741771

## About the Author



Thomas M. Manson is the owner of Police Technical LLC. He began his law enforcement career with the United States Border Patrol in South Texas.

Prior to working with the USBP, Mr. Manson taught as an adjunct faculty member for Wichita State University (Master of Arts, 1996) and Indiana State University (Bachelor of Science, 1993).

Mr. Manson speaks frequently on training and technology topics at national and international public safety conferences including: TCLEOSE (Texas Commission on Law Enforcement Officer Standards and Education), IALEFI (International Association of Law Enforcement Firearms Instructors), and ILEETA (International Law Enforcement Educators and Trainers Association). He has spoken to thousands of law enforcement personnel across the country.

Mr. Manson is the Technology Editor for LAW and ORDER magazine, and writes extensively in the areas of technology and its application to public safety.

Mr. Manson lives in Indiana with his wife and daughter.

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