
Overview

This standard is for archaeologists responsible for planning, implementing and evaluating marketing activities, and developing appropriate support material. It covers the identification of objectives for marketing in the context of the organisation's policies and procedures, selection of appropriate marketing activities, preparation of a plan and budget, delivering and evaluating the marketing activity

**Performance
criteria**

You must be able to:

Develop a marketing plan

- P1 Define the target audience for marketing activities
- P2 Define the desired outcome of marketing activities
- P3 Prepare a marketing plan that will attract, satisfy and retain the target audience
- P4 Cost the marketing plan and secure an appropriate budget
- P5 Ensure the marketing plan takes into account relevant legislation and guidelines
- P6 Ensure the marketing plan takes into account internal and external policies, guidelines and codes of conduct
- P7 Identify stakeholders and partners
- P8 Co-ordinate marketing activities with press and public relations opportunities

Develop and distribute marketing materials

- P9 Produce and commission marketing materials including advertising in collaboration with others and in accordance with the marketing plan
- P10 Ensure that all marketing and advertising copy is accurate, up to date and conforms to house style
- P11 Ensure that copy is delivered on time and that the production schedules are adhered to
- P12 Ensure that content and design are appropriate for the target audience
- P13 Maintain cost and quality control and follow financial procedures
- P14 Evaluate marketing activities and provide feedback to the marketing plan

Evaluate the success of marketing activities

- P15 Clearly identify achievable, measurable targets for marketing activities and the factors that will indicate success
- P16 Use any opportunities that arise during the marketing activity to collect

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Plan marketing activities for archaeological practice

data that could be used to measure success

P17 Design a strategy for collecting data to measure the effectiveness of an activity

P18 Collect data cost-effectively and accurately

P19 Produce an accurate analysis of the data against the indicators for measuring success

P20 Report the results of the evaluation fully, clearly and accurately in the required format

P21 Use the results of the evaluation to inform future actions

Knowledge and understanding

You need to know and understand:

- K1 Analyse risks and benefits
- K2 Use marketing to attract, satisfy and retain customers
- K3 Marketing theory and practice
- K4 Target market and audiences
- K5 Effective use of advertising and marketing materials
- K6 Budgeting and financial control
- K7 Local and national advertising, distribution and communication media
- K8 Importance of branding and corporate identity
- K9 Effective use of design in marketing
- K10 Key objectives of the organisation
- K11 Commercial awareness
- K12 Communications
- K13 How to plan and implement an evaluation strategy
- K14 Appropriate use of content, design, media and distribution channels for target audience and message
- K15 The marketing plan
- K16 Relevant legislation and guidelines
- K17 The structure of professional archaeology in the UK
- K18 Local and national advertising, distribution and communication media
- K19 Print and electronic production processes and costs
- K20 Legislation relating to copyright and intellectual property
- K21 Commercial awareness
- K22 Procedures for evaluating marketing activity
- K23 Quantitative and statistical methods

K24 Sources of professional advice on evaluation and market research, costs and timetable

Developed by

Version number

Date approved

**Indicative review
date**

Validity

Status

**Originating
organisation**

Original URN

**Relevant
occupations**

Suite

Key words