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**Fem Network Marketing Plan**

**Purpose and Mission:**

The purpose of the FEM network is to provide viewers with an opportunity for politically enthusiastic college-aged women with programming that exemplifies this enthusiasm. The mission is to provide quality shows that are entertaining and informative. Our channel will challenge our viewers with opposing points of view and focus on women-related issues.

**Situational Analysis:**

The current programming that we have in the FEM channel is shows that cover both of sides of the political spectrum and the middle. They include programs such as talk-shows, interview based programs, news coverage and there is a possibility of adding a reality-show centered on women in local politics.

The target market for our channel is college-aged women, 20-25. The show will hopefully include interest from other minorities. As the network continues to expand, there is a chance for a shift into an older target market. For now, the high interest in politics from college women will attract them to our network and allow for a boost in interest.

The current competitors we have for our programming our shows like The View, Real Time with Bill Maher, The Daily Show with Jon Stewart and Stephen Colbert Report, networks we our competing with our NBC, CNN and FOX. The reason they are our competitors for programming is because they have a demographic that is similar to ours and a target market that is similar. They appeal to college students because of the guests that they have and the issues they engage in. The networks that we are competing with bring news coverage with them and we will compete with them in the aspect of news coverage.

The external forces we will have to monitor are change in the economy, competitors and cultural and societal changes. Since we are a political channel focused on women, these changes could either help us or be detrimental to us. Since we are of a smaller budget, we will not be able to afford a research staff to monitor these changes at first. Eventually, a team should be created to monitor our demographic and these other external forces.

**Marketing Strategy and Objectives**: Our marketing strategy is to hit the college market where it resides. This means promotion through social networks, advertisements through college newspapers, promotional events targeted to women on campuses.

Face book, MySpace and Twitter will allow us to target a large amount of our niche market in a relatively short and inexpensive amount of time. Advertisements through college newspapers will allow students who are interested in politics to become aware of the channel. It will also give us a local and more relatable feeling. Our promotional events can include debates that we sponsor on women’s issues or an open forum for women to speak with women involved in politics. The objective is to get people interested in what our channel has to say and the programming we will be featuring.

Our objectives are to be looked as a network that is focused on women and politics. A network that focuses on programming that has to do with women’s issues, but also gives a different view from our competitors. One that is college-aged friendly and more in tuned with our target markets age and generation.

**Tactical Programs:**

Our target market will remain the college aged, 20-24 years-old, women. There are hopes of attracting other minorities to the channel in the future. There is a chance that the age of our target market will expand as the network expands in time.

The programming will be viewed as more approachable for women than our competitors. It will focus on women’s issues and get the women perspective on politics. It will stand-out against competitors as less patronizing. How the network will achieve this is by using its target market through-out the run of the network, not just in the beginning stages. We will hold focus groups, use surveys and use research continually for our programming. We will not be like our competitors who only focus on its audience when it is crucial, but we will be ahead of them by using our audience as the bases for our programming and the changes in the programming will be the changes they want to see.

There will be distribution through cable television. FEM will represent a network that is low-budget with high quality programming. Our advertising will appeal to our niche market and it will be heavily influenced by social media. Personal selling of the network to the audience will be included in our promotional events that will be held by our Public Relations Director. Advertising will respond to our competitors and it will build our image as a network. Our public relations will deal heavily with events and will introduce new programming.

We will use Lifetime and Oxygen networks as catalysts for advertising our network on television. We will also pitch to magazines such as Cosmopolitan, Marie Claire and BITCH magazine. The position of the FEM network will be that of a network that is made for women who are interested in politics or a place to educate women who are not, while being entertaining.

**Additional Consideration:**

The network will have to consider the internal factors as well as the external. These internal factors will include production problems and loss of funding. As a new network, we have not experienced this yet but it is something that will have to be monitored. The ways to avoid this is to plan ahead with our production costs and equipment. Loss of funding must be avoiding by smart advertising, programming and gaining interest in the channel.

Our research may have certain limitations such as it not being able to get a solid answer on all questions asked in surveys and focus groups. The research within our target audience must continue however and be conducted in a way that negates our limitations. We can do this by hiring people who are well educated in the research field and by conducting multiple research programs that are run efficiently.