

Marketing – what mostly works for services?

Word of mouth marketing & Great customer service

Marketing is a process and not an event

Timing is everything – when an individual feels, thinks or knows they need your service, will they know about you and can they find you?

How to get started on marketing

1. Make a plan
2. Implement the plan
3. Review results
4. Continue or modify plan

How has marketing changed?

Internet, text messaging via cell phones, instant messaging, and blogs – to name a few
Blogs – Weblogs or ‘Blogs’ are personal Websites consisting of regularly updated entries displayed in reverse chronological order. They read like a diary or journal, but with the most recent entry at the top.

Clients, customer and the public are now more in control of marketing.

We are in an experience economy – many customers make their decisions based on experience – theirs and others. It is now more important to make that experience easy for clients and potential clients.

Passive marketing alone does not work. There is still a place for traditional marketing but it has greatly diminished.

For those who are actively looking for you and if they can find you, they will. However, those who may benefit from your services, who may not know about the benefits, an active marketing effort is needed.

The public is broadcasting to each other and back to organizations.

There is now a Word of Mouth Marketing Association!
<http://www.womma.org/>



Word of mouth marketing

If people like your service and if they trust you, they will tell others. That is what word of mouth marketing is about.

Earn the respect and recommendation of your clients and they will often do the rest: treat clients well and they will market for you (for free); be interesting or be visible. We already know there is a need for your services.

However, provide poor service, annoy your clients and the talk will be bad. You can let people talk about you and listen passively and hope what they are saying the right things, or you can participate in the conversation and make it work for you. Ask clients, *What have you heard about us?*

Give clients a reason to talk by providing good service and make it easy for them to do the talking to others: one simple message and asking them to tell others. Have this everywhere (wait rooms, exam rooms, on forms, business cards, signs, etc.).

Remember, no one talks about boring stuff and family planning is not boring.



Customer service

It is more about client loyalty than satisfaction. Surveys on client "satisfaction" could just as easily be about client "dissatisfaction". It is about getting feedback, engaging clients, using their input, and ultimately: retention.

Why should you market?

Checklist for Effective Brochures

- The primary message is on the cover (4 out of 5 people will not read beyond the cover page – just the name of your agency may not tell the reader much about you offer)
- Consistent look to all your marketing and informational materials – so it becomes identifiable – name and logo (if you have one)
- Photos, graphics, pictures are all captioned – most people will read captions. Photos are remembered more than drawings and graphics
- No clichés, acronyms, initials, jargon
- Tell the person what they need to know (a long version is okay once you got them to read) – make it interesting, relevant and with substance
- Most important facts are highlighted for those not going to read much (bold, bullets, text boxes)
- Make it read similar to a newspaper – most people are use to this format. Short column width, left to right flow
- There is a clear call to action – what do you want the person to do? One thing such as get more information, call us with your questions, visit our website, call for an appointment
- Testimonials are included – this adds credibility
- It is as personable as possible – write in conversational words

Preliminary Marketing Strategy

Consider these statements, questions and components as you begin planning for a marketing campaign. Use these as you work with partners in your community – those who service similar clients.

1. Problem statement – why is a marketing strategy needed? What are the issues?
2. Programs and services currently addressing the problem – are there any and if yes, how effective are they?
3. Education and outreach projects conducted in the past by you – what were the results?
4. Other organizations that have conducted campaigns on this issue – what has been done? How effective were the campaigns?
5. Primary target audience – who is most affected, who would benefit most?
6. Target audience segments – who are the specific groups, describe personas that represent these groups
7. Secondary audiences – who influences the behavior of the primary target audience?
8. Secondary sources of data about the target audience and the problem – partner, connections
9. Overall goal of the program
10. Program objectives
11. Potential partners
12. Product – what behavior / service are you telling the target audience?
13. Price – what does the target audience have to give up to get this product/ service? (exchange)
14. Place – how will you disseminate/ provide the product/ service? What is the best time and place to reach the target audience?
15. Promotion – what are some ways to get the target audience to adopt the product/ service?
16. How often does the intervention need to be received to be effective? (exposure)
17. Possible messages – specify for each behavior a message/ an action. Will a variety of interventions work over time?
18. Competing messages in the target audience's environment – what are these?
19. How will you position the product/ service (as compared to the competition)?
20. Which media channels does the target audience use?
21. How will you evaluate if your campaign is effective?
22. Do you have the resources to fulfill this strategy? (alliances)

Target Segmentation – questions to ask, things to consider.....

- How do we reach a group that has not previously availed themselves of family planning, STD and reproductive health services?
Can you currently identify this group?
- Reasons why they don't use these services?
Ask, if you can identify them. Ask others who might be know this group.
- Why have past clients NOT returned to the clinic?
If they can be identified, they can be asked. This is about retention.
- What keeps current clients coming back?
Asked – these are good stories.
- Who are the identified "community connectors" or organizations who might be a referral source for publicly funded family planning clinics and new clients?
Usually these can be identified by asking providers and others; hopefully leading to the same few.

Framing Your Message

Ideas to consider in framing your message:

- **Controversy – clarify misconceptions about family planning programs**
- **Marking anniversaries or milestones – reduced unintended pregnancies rates, announcing breakthroughs**
- **Offering local or personal angles**

Marketing and Media Resources



The Ad Council

Is the leading producer of public service advertisements (PSAs) since 1942, and has been addressing critical social issues for generations of Americans.

<http://www.adcouncil.org>



Gebbie Press – all in one media directory

This web site claims to be a one-stop directory for all your media needs. It is easy to use. For example, you can look up radio stations by state and by city. This is an introduction to the web site: “Frankly, if you need to call a weekly newspaper in **Nebraska**, it's much more efficient to open the book to the proper page than it is to use a computer. In many cases, the book is your best choice. The only basic difference between the book and electronic formats is that the book does not offer e-mails or URL's, which change too quickly to put in print.”

<http://www.gebbieinc.com>



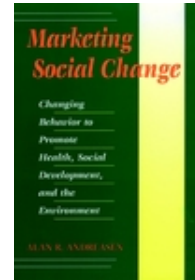
Johns Hopkins University, Center for Communication
Population Reports are published here.

<http://www.jhuccp.org>

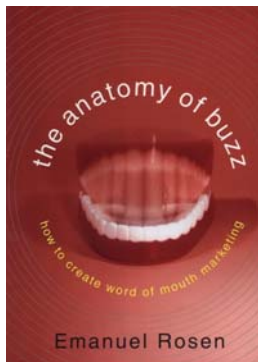
Kaiser Foundation
Lots of good
Information & and data.
<http://www.kff.org/>



Marketing Social Change – Changing Behaviors to Promote Health, Social Development, and the Environment by Alan R. Andreasen (1995).
This is considered the classic social marketing book.

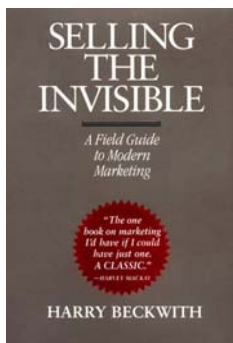
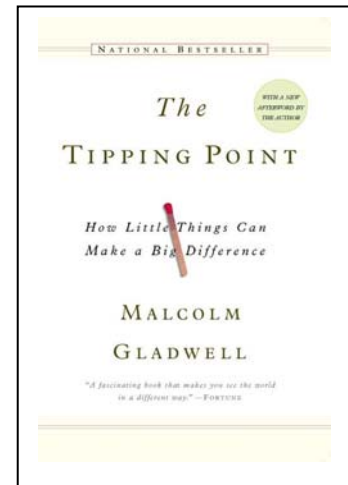


Diffusion of Innovations, 5th Edition, by Everett M. Rogers (1995).
 A process by which an *innovation* is *communicated* through certain *channels* over *time* among the members of a *social system*. Rating the innovation adoption: innovators (venturesome), early adopters (respect), early majority (deliberate), late majority (skeptical) and laggards (traditional). Excellent book!



The Anatomy of Buzz – How to Create Word of Mouth Marketing by Emanuel Rosen (2000)

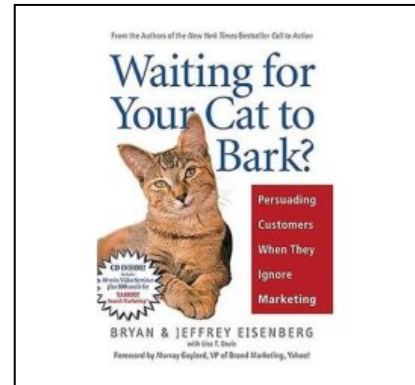
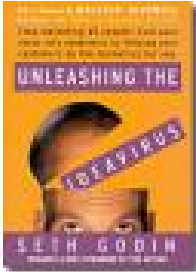
The Tipping Point – How Little Things Can Make a Big Difference by Malcolm Gladwell (2000)



Selling the Invisible – A Field Guide to Modern Marketing by Harry Beckwith (1997)

Waiting for Your Cat to Bark? Persuading Customers When They Ignore Marketing by Bryan & Jeffery Eisenberg (2006).

Unleashing the Ideavirus – stop marketing at people and turn ideas into epidemics by helping your customers do the marketing for you. By Seth Godin (20010)



Shameless Marketing for Brazen Hussies – 307 Awesome Money-Making Strategies for Savvy Entrepreneurs by Marilyn Ross (2000)

Raving Fans – A Revolutionary Approach to Customer Service by Ken Blanchard (1993)

How Customers Think: Essential Insights into the Mind of the Market by Gerald Zaltman (2002)
Harvard Business School professor Zaltman notes that despite enormous amounts of time and money dedicated to customer surveys and marketing, approximately 80% of all new products fail within six months or fall significantly short of their profit forecast. This shouldn't be surprising, he convincingly argues, since "a great mismatch exists between the way consumers experience and think about their world and the methods marketers use to collect this information." He calls for creative questioning that probes the unconscious values underlying consumers' reactions to products and marketing campaigns. Drawing on an impressive array of recent multidisciplinary research, Zaltman is especially provocative on the importance of memory, metaphor and storytelling in customers' decision making and the ways marketers might use these findings. Marketers worried about the scale and complexity of the surveys Zaltman advocates will breathe a sigh of relief as he outlines efficient methods to develop a set of shared values in a target market by creatively interviewing a small sample of customers.

Marketing Public Health: Strategies to Promote Social Change by M Siefel and L Doner (1198).

Community-based prevention marketing: the next steps in disseminating behavior change by C A Bryant and others. American Journal of Health Behavior, 24 (1), 2000.

Carrots, sticks and promises: A conceptual framework for the management of public health and social issue behaviors by M L Rothschild. Social Marketing Quarterly, 6(4), 2000.

Using audience segmentation techniques to tailor health behavior change strategies by M S Forthofer and C A Bryant. American Journal of Health Behavior, 24 (1), 2000.

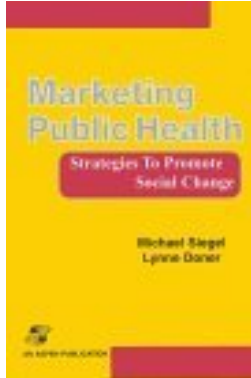
Evaluating social marketing campaigns: strategies for assessing implementation and campaign impact by M S Forthofer. Social Marketing Quarterly, 5(1), 1999.

Marketing with no budget by W Smith. [Social Marketing Quarterly](#), 5(2), 1999.

Increasing consumer satisfaction by C A Bryant, E B Kent, J H Lindenberger and others. [Marketing Health Services](#), Winter, 1998.

The Focus Group Kit by Morgan and Krueger, Sage Publications (1998).

From Amazon.com



Marketing Public Health: Strategies to Promote Social Change
by [Michael, Md. Siegel](#), [Lynne Doner](#)

A text designed to help public health practitioners understand basic marketing principles and apply these principles in planning, implementing, and evaluating public health initiatives. The authors describe threats to the public's health, demonstrate how public health practitioners can use basic marketing principles to structure interventions that will facilitate social change, and describe threats to the survival of public health as an institution. They also discuss how to plan and implement a public health initiative and include two case studies. *Book News, Inc.®, Portland, OR*



Advocate for Youth web site – an excellent source of information, including a sample information sheet on a teen's guide to visiting a clinic.

<http://www.advocatesforyouth.org>



National Campaign to Prevent Teen Pregnancy

<http://www.teenpregnancy.org/>

<http://www.healthcaresuccess.com/>

Healthcare Success Strategies (HSS) was created to help private practitioners:

- 1) Enhance reputation ; 2) Attract specific cases; and 3) Differentiate from the competition

HSS was founded by two of America's leading private practice marketing experts