



Program Marketing from A to Generation Z: Making the Sale to ALL Your Stakeholders

June 21, 2012

Monica Rodriguez/Kurt Conklin – SIECUS – for
Office of Adolescent Health and
Administration on Children, Youth and Families

Getting Started

Welcome and Introductions

About Today's Presenters

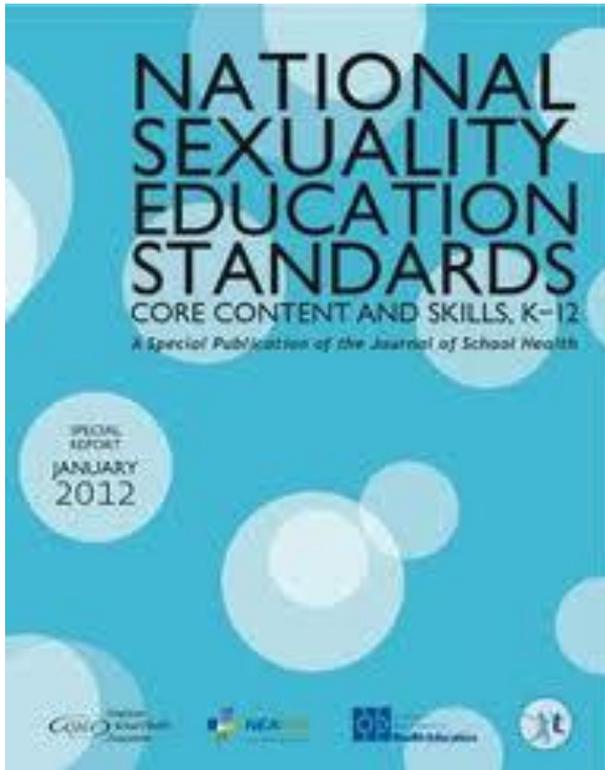
- Monica Rodriguez, MS
President and CEO, SIECUS



- Kurt Conklin, MPH, MCHES
Program Director, SIECUS



About SIECUS



- Private, nonprofit NGO
- Established 1964
- Offices in NYC and DC
- Mission:
 - **Educate** by assisting schools/CBOs
 - **Advocate** by supporting sound policy
 - **Inform** with educational resources

Pictured:

National Sexuality Education Standards

<http://www.futureofsexed.org/documents/josh-fose-standards-web.pdf>

About You

- Who is participating today?

- Please respond to our poll with the best choice that describes your PRIMARY professional role at your agency:
 - Facilitator
 - Trainer
 - Counselor
 - Clinician
 - Administrator
 - Other

About You: Poll Results

Today's Objectives

By the conclusion of this webinar, participants will be able to:

- Define “program marketing” in an adolescent health promotion context
- Identify at least three stakeholder groups to whom their program can be marketed
- List a minimum of three marketing activities that could be used to promote their program
- Explain how a program marketing plan can advance the mission of their program

Webinars that “Work”

Your Journal

Write in Your Journal During the Webinar

- To keep track of your ideas
- To find relevance in this webinar to your actual work
- To show colleagues who cannot attend today
- To document your OAH-funded program activities
- To guide your next steps

Today's Agenda

- What is “Program Marketing”?
- What are You Marketing? And to Whom?
- Segment, then Target, then Tailor
- Your Marketing Plan
- Insights from the Field
- Resources
- Q & A and Wrap-up

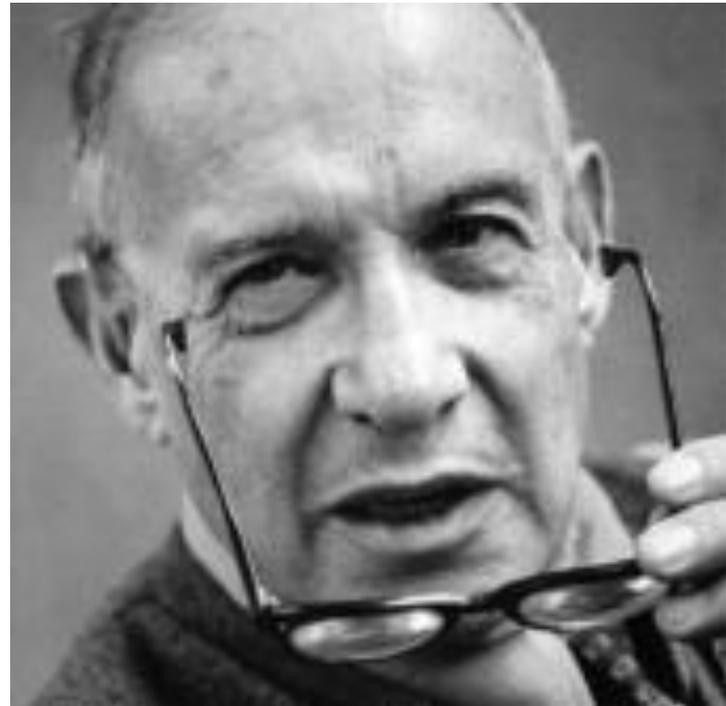
Defining Terms

What Is “Program Marketing”?

Today's Quote: Peter Drucker (1909-2005)

“The aim of marketing is to make SELLING superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.”

- Quoted in *Marketing in the Public Sector* (Kotler & Lee, 2007)



“Program Marketing” Defined



- Advertising to AND motivating AND engaging with your stakeholders:
 - Your adolescent participants
 - Your organizational partners
 - Your funders
 - Your local/state/federal policymakers

“Program Marketing” Includes “Social Marketing”

*William A. Smith and
John Strand (2008)*

***Social Marketing
Behavior: A
Practical Resource
for Social Change
Professionals***

*AED – Academy for
Educational
Development*

- It includes these Social Marketing elements
 - Product
 - Place
 - Price
 - Promotion

- Plus more: PARTNERSHIPS!

Exchange Theory:

The basis for successful program marketing

- What we offer our target market (benefits) has to be perceived as equal to or greater than what they will have to give (costs).
- When our target market perceives that costs outweigh benefits, we have to:
 - Increase perceived benefits, and/or
 - Reduce perceived costs



Product, Place, Price, & Promotion

- What is your **product** - a 'teen pregnancy prevention program' or an exciting personal & social growth experience for teens?
- In what **places** are you marketing this product to teens, funders, policy makers, community partner agencies?
- What are the **perceived costs** of attending your program? What are the perceived costs of supporting it with funds, legislation, partnership agreements?
- What **promotions** address those cost concerns?

*J Management &
Marketing in
Healthcare (2008)*

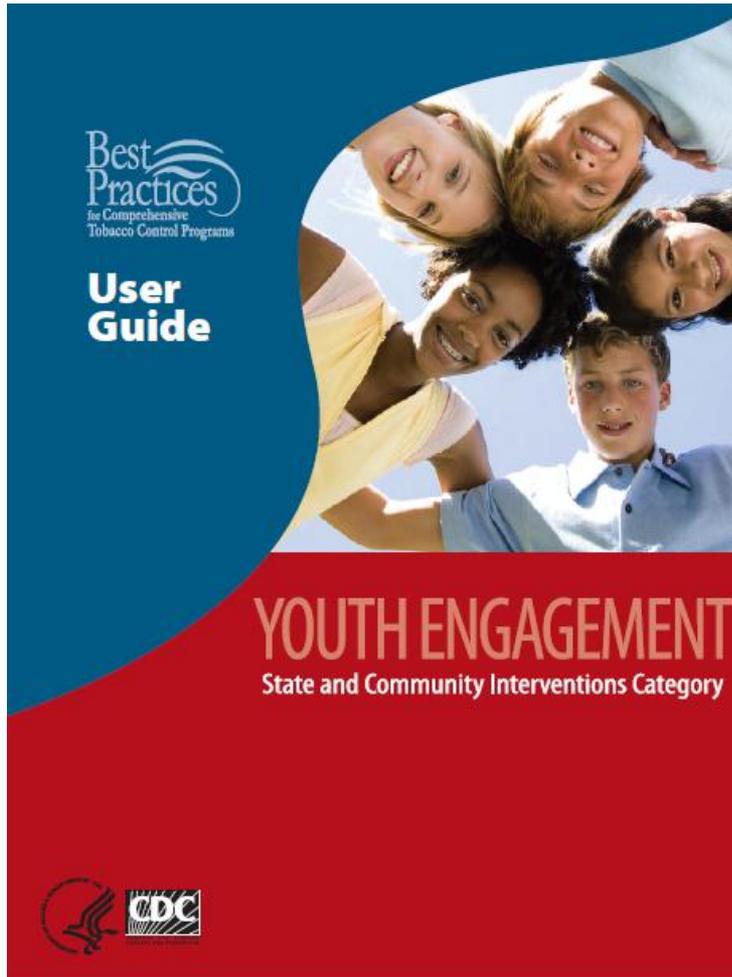
*"Healthcare
Marketing Has Five
'P's"*

*Steven J. Gray
March 2008 - v1 n3
pp 306-313*

Taking Stock

What are You Marketing? And to Whom?

The Product is Tobacco Control AND Youth Engagement



- One of a series of user guides for building effective and sustainable tobacco control programs
- How programs benefit from involving youth in advancing tobacco control policy
- Evidence-based

The Product is Primary Care Services AND Data

- Wilkes-Barre, PA - health survey (N=4,040)
- “Almost 56% of the respondents reported perceived problems with access to primary care.”
- “The end result of this research was the development of a city health department funded by the State of Pennsylvania”
- “By marketing the results of this survey, additional federal grants were obtained by the city.”

*Health Marketing
Quarterly (2004)*

*“The Role of Social
Marketing in
Understanding
Access to Primary
Care Services:
Perceptions and
Experiences”*

*Fevzi Akinci &
Bernard J. Healey
2004 - v21 n 4
pp3-30*

Audience Segmentation

Segment, then Target, then Tailor

How SIECUS Segments, Targets, and Tailors



Some Target Audiences

- State DOE HIV Prevention Coordinators
- Parents
- Youth

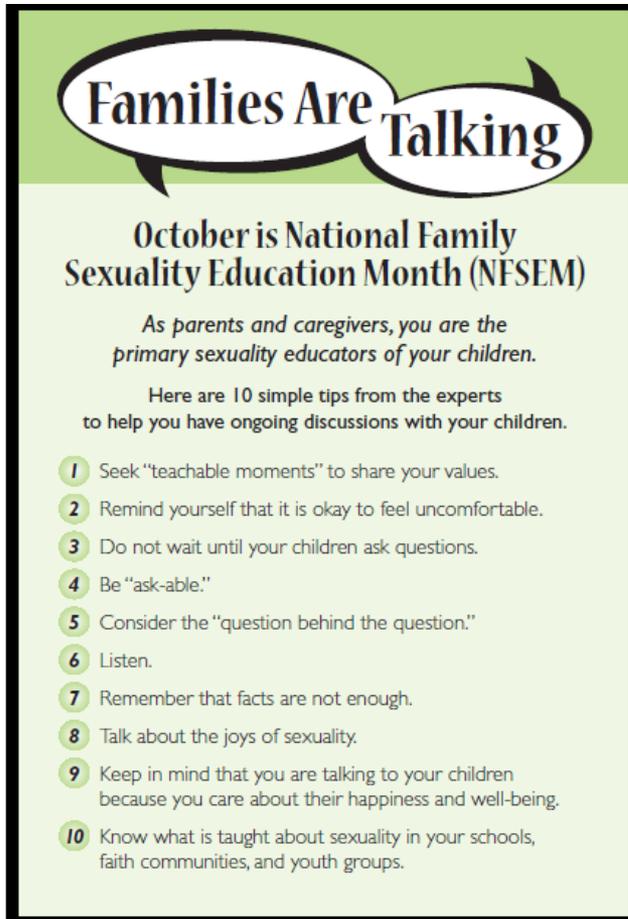
How SIECUS Segments, Targets, and Tailors

Target Audience: State DOE HIV Prevention Coordinators

- Product: Capacity-building assistance
- Place: State capital
- Price: Time, travel, local school district support
- Promotion: School health listservs, fiscal incentives, professional development credits



How SIECUS Segments, Targets, and Tailors



Families Are Talking

October is National Family Sexuality Education Month (NFSEM)

As parents and caregivers, you are the primary sexuality educators of your children.

Here are 10 simple tips from the experts to help you have ongoing discussions with your children.

- 1 Seek "teachable moments" to share your values.
- 2 Remind yourself that it is okay to feel uncomfortable.
- 3 Do not wait until your children ask questions.
- 4 Be "ask-able."
- 5 Consider the "question behind the question."
- 6 Listen.
- 7 Remember that facts are not enough.
- 8 Talk about the joys of sexuality.
- 9 Keep in mind that you are talking to your children because you care about their happiness and well-being.
- 10 Know what is taught about sexuality in your schools, faith communities, and youth groups.

Target Audience: Parents

- Product: "Take a Minute" and "Families Are Talking" campaigns (radio & newsletter campaigns)
- Place: Listening range; homes
- Price: Personal motivation
- Promotion: Radio psa campaign; pens and tote bags

How SIECUS Segments, Targets, and Tailors

Target Audience: Youth age 16-24

- Product: One Voice Summit (co-sponsored with other NGOs)
- Place: Washington, DC
- Price: Time, travel, parental and school support
- Promotion: Essay contest, travel expenses covered



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Looking Ahead

Your Marketing Plan

Marketing Plan Already in Place?

“Before today, our teenage pregnancy prevention program already had a hard-copy marketing plan with specific action steps, timelines, and people responsible for specific tasks.”

Which response is true of your organization?

- 1 - Yes
- 2 - No
- 3 - Not Sure

Marketing Plan Already in Place: Poll Results

Getting Started: Cross-Functional Teams

*Marketing Health
Services - MHS
(2005)*

*“Strength in
Numbers”*

*Donald Antonucci &
Ken Kono
Winter 2005
pp30-33*

- Create a Marketing Team in-house

- Invite reps from every major function of your agency
 - Your program
 - Other agency programs
 - Development/fundraising department
 - Public advocacy/policy department
 - Clinical services
 - Teen/youth reps

Possible Program Marketing Activities

Information and referral

Information and referral hotline
Counseling hotline
Clearinghouse

Small-group interventions

Peer or non-peer led
Community, school, and work settings
Single session or multiple sessions
 over a number of weeks
Lectures
Panel discussions
Testimonials from peers/survivors
Video presentations
Live theater
Events (such as health fairs)

One-on-one interventions

Peer or non-peer led
Street outreach
Crowd or clique-based outreach
Event-based outreach
Counseling and referral
Other one-on-one interventions offered
 in community centers, alcohol
 treatment programs, or other settings

Product accessibility

Free distribution
Price supports
More/different distribution outlets
More/different brands

Community mobilization

Endorsements/testimonials/
involvement by opinion leaders
Coalition building

Mass media and "small" media

Paid advertising in various media
 outlets
PSAs in various media outlets
Media relations
Print materials such as pamphlets,
 instruction sheets, posters

e Media

Web 2.0
Blogs
Social Media
Websites
Cell Phones
PDAs
Social Networks

Policy/regulation

Policies affecting use of enforcement.

Sample Marketing Plan

*Philip Kotler &
Nancy Lee (2007)*

*Marketing in the
Public Sector: A
Roadmap for
Improved
Performance*

*NJ: Wharton
School Publishing
(Pearson
Education, Inc.)*

Marketing in the Public Sector Marketing Plan Outline

- 1.0 Executive Summary**
Brief summary highlighting major marketing objectives and goals the plan is intended to achieve; target audiences and desired positioning; marketing mix strategies (4Ps); evaluation, budget, and implementation plans.
- 2.0 Situation Analysis**
 - 2.1 Background information and plan purpose
 - 2.2 SWOT: Strengths, Weaknesses, Opportunities, Threats
 - 2.3 Competition: Direct and Indirect
 - 2.4 Past or similar efforts: activities, results, and lessons learned
- 3.0 Marketing Objectives and Goals**
 - 3.1 Objectives (e.g., increases in utilization of services, participation levels, product sales, behavior change, compliance levels, market share, customer satisfaction, customer loyalty)
 - 3.2 Goals: Intended results that are quantifiable, measurable, and specific
- 4.0 Target Audience**
 - 4.1 Profile: demographics, geographics, behaviors, psychographics, size, readiness to buy
 - 4.2 Perceived barriers and benefits related to marketing objectives
- 5.0 Positioning**
How you want the program or agency to be seen by target audiences
- 6.0 Marketing Mix: Strategies to Influence Target Audiences**
 - 6.1 Product
Physical goods, services, events, people, places, agency, ideas
Components: Core, Actual, and Augmented
 - 6.2 Price
Monetary costs (fees)
Monetary and nonmonetary incentives and disincentives
 - 6.3 Place
How, when, and where programs, products, and services can be accessed
 - 6.4 Promotion
Key messages, messengers, and communication channels
- 7.0 Evaluation Plan**
 - 7.1 Purpose and audience for evaluation
 - 7.2 What will be measured: output, outcome, and impact measures
 - 7.3 How they will be measured
 - 7.4 When they will be measured
- 8.0 Budget**
 - 8.1 Costs for implementing marketing plan
 - 8.2 Any anticipated incremental revenues or cost savings
- 9.0 Implementation Plan**
Who will do what, when

Real World Experiences

Insights from the Field

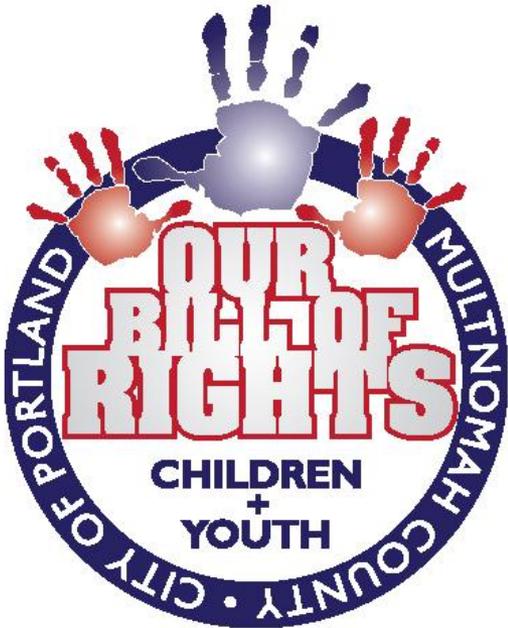
New Jersey: Answer (Rutgers University)

answer
sex ed, honestly

- Marketing to professionals in our field
- Reach - number of people exposed to your message
- Exposures - number of times that professionals need to see your message before they take action
- 3 exposures minimum before professionals take action



Oregon: Multnomah County Youth Commission (Portland)



Recruitment:

- Marketing messages created and delivered by your target audience (13 - 21 year olds)

Engagement:

- Target population owns the work plan and is supported by adult content experts who help move their mission forward.

Retention:

- Provide holistic support to meet physical, emotional and spiritual needs of participants.



South Dakota: 'Straight Forward' youth group (Sioux Falls)

Challenge teens to “**outsmart**” the adults:

- Teens took \$25,000 and parlayed it into a \$375,000 media campaign in the first year.

Parents are moved by hearing directly from teens.



**DON'T
TELL MY
PARENTS.ORG**

- Train teens to 'play to' the media:
 - Be an on-going resource
 - Be edgy but use discretion
 - Know what the media need **BEFORE** your teens talk to them

Where to Turn for Support

Resources

Program Marketing Resources

- Centers for Disease Control and Prevention: Gateway to Health Communication & Social Marketing Practice. <http://www.cdc.gov/healthcommunication/>
- Centers for Disease Control and Prevention: Teen Pregnancy and Social Media: <http://www.cdc.gov/TeenPregnancy/SocialMedia/>
- Journal: *Health Marketing Quarterly*.
<http://www.tandf.co.uk/journals/WHMQ>
- Journal: *Cases in Public Health Communication & Marketing* (George Washington University).
<http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/index.cfm>
- Social Marketing Toolbox: California STD/HIV Prevention Training Center:
http://www.stdhivtraining.org/YSMT_toolbox.html

For more information from today's case examples...

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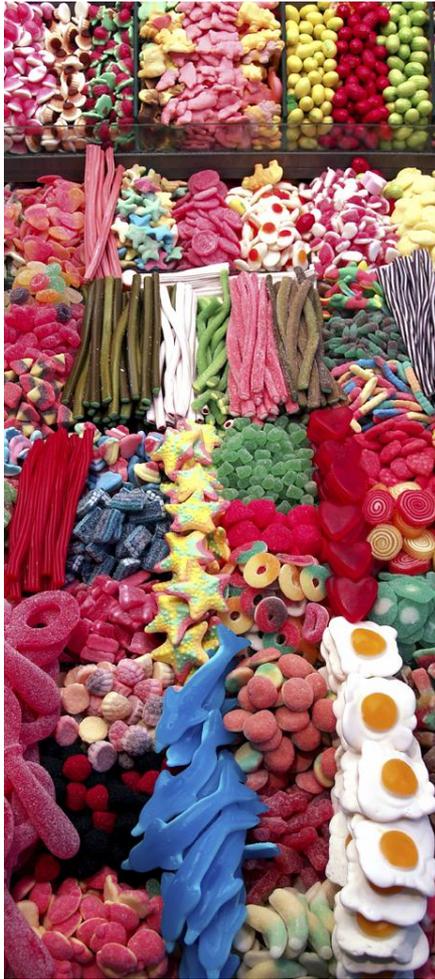
Q & A

Questions? Comments?

Wrap-up

Putting It All together

Making the Sale to ALL Your Stakeholders

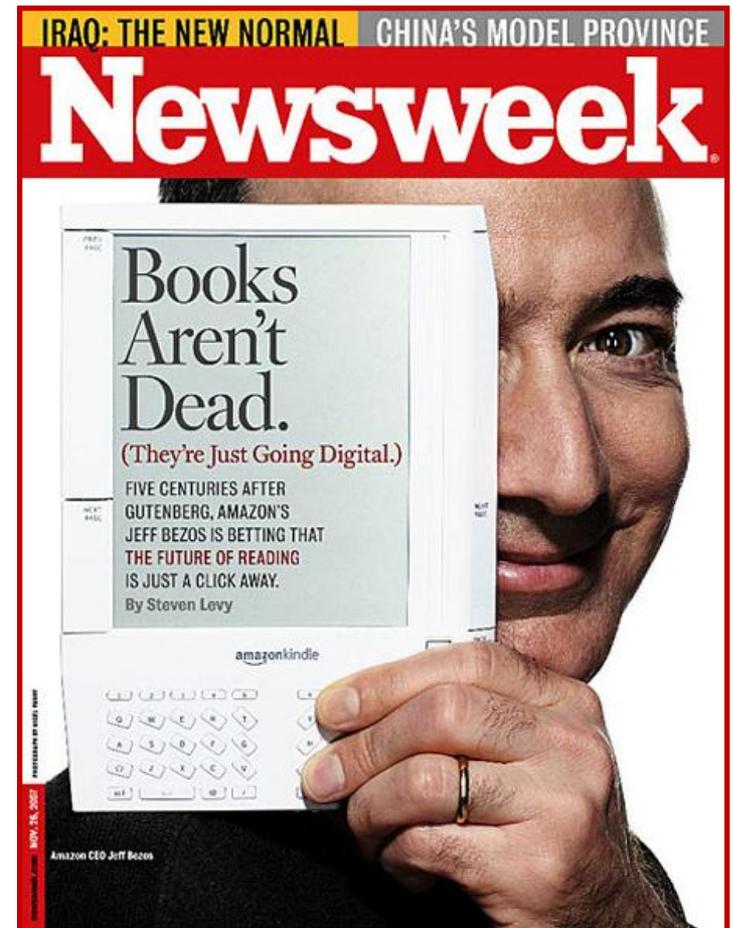


- Establish your “Cross-Functional Team”
- Share your Marketing Plan
- Define your 4 P’s:
 - Product
 - Place
 - Price
 - Promotion
- Keep your marketing PARTNERSHIPS active!

Opportunity

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

– Jeff Bezos, Amazon.com



Thank You!

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