

Strategy Development

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Marketing Plan Components

- Target Audience(s)
- Product Strategy
- Pricing Strategy
- Placement Strategy
- Promotional Strategy

Audience Segmentation

- List potential segments
- Select highest priority
- Perceived benefits that are easy to build into an exchange
- Competing behaviors against which you can “win”
- The largest number of people reachable at the smallest cost
- The greatest readiness to change

Behavioral Objectives

- Compare current and desired behaviors for each audience
- Identify clear, “doable” behaviors.

Product Strategy

- Select product benefits to promote
- Determine how to position the product

Pricing Strategy

- Identify costs
- Design strategies for lowering costs or making them more acceptable

Placement Strategy

- Where to place services and products
- Distribution of products
- Mobilization of partners
- Designing the place’s image

Promotional Strategy

- Policy Changes
- Professional Training
- Consumer Education
- Clinic Based Approaches
- Service Delivery Changes
- Community Based Approaches
- Public Information

Planning Strategy Development Sessions

Expectations

- Purpose:
- Develop core strategy
- Create blue print
- Use data to make decisions

What It Is Not

- Brainstorming session
- Creative brainstorming

Who Should Attend?

- Research team
- Stakeholders
- Program partners
- Others
- Who could help?
- Who will read the report?
- Who will be threatened?
- Who could interfere?

Logistical Issues

- Determine number and composition of sessions
- May have series of meetings
- May hold meetings with different groups
- Distribute research report in advance
- Hire well trained facilitator

Resources for Strategy Development

Andreasen, A. (1995). Part Two: Doing social marketing. In Andreasen, A. *Marketing social change* (pp. 171-308), San Francisco: Jossey-Bass.

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Kotler, P., Roberto, N. & Lee, N. (2002). Developing Social Marketing Strategies. In Kotler, P., Roberto, N. & Lee, N. *Social Marketing: Strategies for Changing Public Behavior* pp. 189-212). Thousand Oaks, CA: Sage Publications.

Lefebvre, C., Doner, L., Johnston, C., Loughrey, K., Balch, G. I., & Sutton, S. M., (1995). Use of database marketing and consumer-based health communication in message design: An example from the Office of Cancer Communications "5 a day for Better Health" program. In E. Maibach & R. Parrot (Eds), *Designing health messages: Approaches from communication theory and public health practice* (pp. 217-246), Thousand Oaks, CA: Sage.