

If I Could Have Your Attention

How to Communicate Your Value to the Members and Stakeholders You Serve

It Begins with Marketing

Marketing is developing a relationship with your members:

Making your organization familiar

- Build Awareness
- Create interest

Convey value

- Recognition
- Trust

Building membership

- Stimulate trial
 - Convert to loyal members
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The Basics of Marketing

- Your mission, values and function
 - The needs and wants of your members
 - Your value to members
 - Effective communication
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Gathering the Information

Begin with your organization:

- Where are you now?
- What are you doing?
- How well is it working?

Consider your members and potential members:

- Who are your members?
 - How are you reaching them?
 - What are you telling them?
 - How well is it working?
-

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S.W.O.T.

Internal analysis:

- Strengths
- Weaknesses

External analysis:

- Opportunities
 - Threats
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Don't Underestimate the Competition

"They couldn't hit an elephant from this dist..."

Last words of General John Sedgwick, Battle of Spotsylvania, 1864

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Competition

Direct: Other associations and professional organizations

Indirect: Other resources that can provide all or part of the services you provide.

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Competition

Profile your competition:

- What is their focus/mission?
- What services do they offer?
- What types of clients' use their services?
- Why?

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Go to the Source

Would you like to know:

- Who your members are?
- What they want?
- What they worry about?
- How well you are meeting their needs?
- How you compare to the competition?
- How they heard about you?
- Their demographic profile?
- ...Anything else?

CONDUCT A SURVEY

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What Do We Know?

- What we are good at? (Strengths)
- What needs work? (Weaknesses)
- Where can we grow and improve? (Opportunities)
- What we cannot control? (Threats)
- What alternatives do members have? (Competition)

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Applying the results

Focus on the members:

You must ask: Why Am I Good For You?

Because they are asking:

What's In It For Me?

How and Where do you fit into my business?

So What?

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Perceptions

The importance of setting the right strategic goal in advertising is well-illustrated by Charles Revson of the Revlon Corporation:

"In our factory we make lipsticks. In our advertising, we sell hope."

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Benefits

What are you offering and why do I need it?

FEATURES (Services)	BENEFITS (What does it do for me?)

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Dissecting a Mission

The Mission of CSAP Is To:

- Provide leadership training for state Speech Language Hearing association presidents
- Be a forum for collaboration and networking among these leaders
- Promote Communications of professional matters between state Speech Language Hearing associations, ASHA and other related national professional organizations

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Now What? Developing the Strategy

What we've learned so far:

- The current situation—what we do, how well; strengths & weaknesses
- The environment—opportunities, threats and competition
- Our value to the market—benefits

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The Marketing Strategy

Define Objectives:

- Educate
- Inform
- Raise visibility and awareness
- Growth/expansion in same or to different markets
- Maintain current clients

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LOOK AT ME!

It's all about getting noticed

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Communicating the Message

What Will We Say, To Whom and How?

- Who does the promotion plan target?
- What message will motivate them to 'buy'?
- How will they get that message?

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Putting the Plan into Action

Advertising vs. PR:

What can and should I pay for, and what can I find that is free or pro bono?

Communications Plan Options

- Advertising
- Public Relations and Publicity
- Promotional Materials

Advertising

A paid attempt to sell a product, service or idea to a particular group of people. It is created to convince, persuade, compel, influence, flatter, excite the receiver of the message to buy your product.

Tells people:

- You exist
- What you sell
- Where you are
- Why they should buy from you

Types of Advertising

- Television
- Radio
- Yellow Pages
- Print (newspapers, magazines, newsletters)
- Internet
- Outdoor (billboards)
- Special events
- Promotions—prize or price-based
- Premiums
- Direct mail
- Contests and drawings

For a Few Dollars...

- Direct Mail
- Underwriting and Sponsorships

Public Relations

Non-paid activities on the part of the company that seek to establish a relationship with a broad public that is receptive, hospitable and accepting. Communications from the company are in the form of press releases, website information, civic involvement, and other means to demonstrate or convey a public—more personal—image of a company.

Publicity

Non-paid attention given to a company that may or may not be hospitable or complimentary and that usually comes in the form of news stories and features, and interviews.

Types of PR Activities

- Press/news releases
- Feature article or interview
- Editorial
- Announcement
- Press conferences
- Photos, film and tapes
- Fund raising
- Community activities
- Sponsorships of special events
- Public affairs activities
- Frequently asked questions (FAQs)

Subtle Promotion

Networking is one of the best means of promoting your practice because it is personal. Whether it is from speaking engagements, membership in business, professional (not your own), or community organizations, the people who meet you will remember you as someone they know, and can personally recommend.

Social 'marketing' can take the form of participating in social or arts volunteer activities, where your involvement becomes a recommendation in and of itself.

Advertising / Public Relations Comparison

ADVERTISING

- Paid, often expensive
- Seen as a promotional message
- Company has total control of content, format, timing and message size
- Repeatable

PUBLIC RELATIONS

- Free
- Perceived as objective; from a respected source
- Little or no control ; written copy submitted may be changed or edited
- One-time appearance

Promotional Materials

The Basic Requirements:

- Brochures
- Business Cards
- Stationery
- Website

Business Collateral

Is it essential that you have business cards, stationery and brochures? Yes.

If you spend money on nothing else, consider spending it here.

But—all of your materials should have a consistent message and look.

Brochures

Broadly, a brochure should contain:

- A general statement of what your business offers
- The benefits to your clients
- How you provide your services
- Your credentials
- What makes you good, better, different, exceptional, from others
- Most important, provide clear information on how to contact you
- If you have them, use testimonials and quotes

Business Cards and Stationery

Carry through with the image you choose for your organization

Make it simple and memorable

If possible, choose a heavier weight paper for stationery and, especially, business cards.

Websites

If you have an email address you probably have access to a company that can host your website.

It is nearly impossible to do business without a website today.

It must be kept up-to-date and it should be consistent in look and 'messaging' with all other materials you use.

Website Basics

Basic components:

- Home page—welcome visitors and briefly explain the association, including its mission
- Describe the services you provide
- Press page, including publicity you've received
- Profiles of key personnel
- How to contact you

The Final Word...

Building business relationships is very much like developing personal relationships; one may be carefully planned and orchestrated, but the desired results are the same: trust and loyalty.

In both, communication is the key to success.

Visibility > Awareness > Familiarity > Interest > Rapport > Trust
= Loyalty