

Marketing for Project Managers

Mission – Why Are We Doing This?

- The “raison d’être” of any organization.
- A **mission statement** should succinctly define the organization’s purpose, products, values, targets and geographic scope.

What do you think
marketing is?

1. What is Marketing ?

“The process of planning and executing the conception, Pricing, Promotion and Distribution of Ideas, Goods, or Services to Create exchanges that satisfy individual and organizational goals”
(American marketing Association)

Exchange of Value

The Marketing Mix

- Product
- Price
- Place
- Promotion

The Marketing Mix

- In addition to the famous 4P's, some say we need to add
- People and
- Time and
- Specificity of the Company

1. Product

A good, service, idea, person, event, place, or organization that can be offered to satisfy consumers in exchange of money or some other unit of value.

Place

How is our service delivered? How does our client get it?

Price

What does our service cost? Remember that even FREE is a price.

Promotion -- Communication

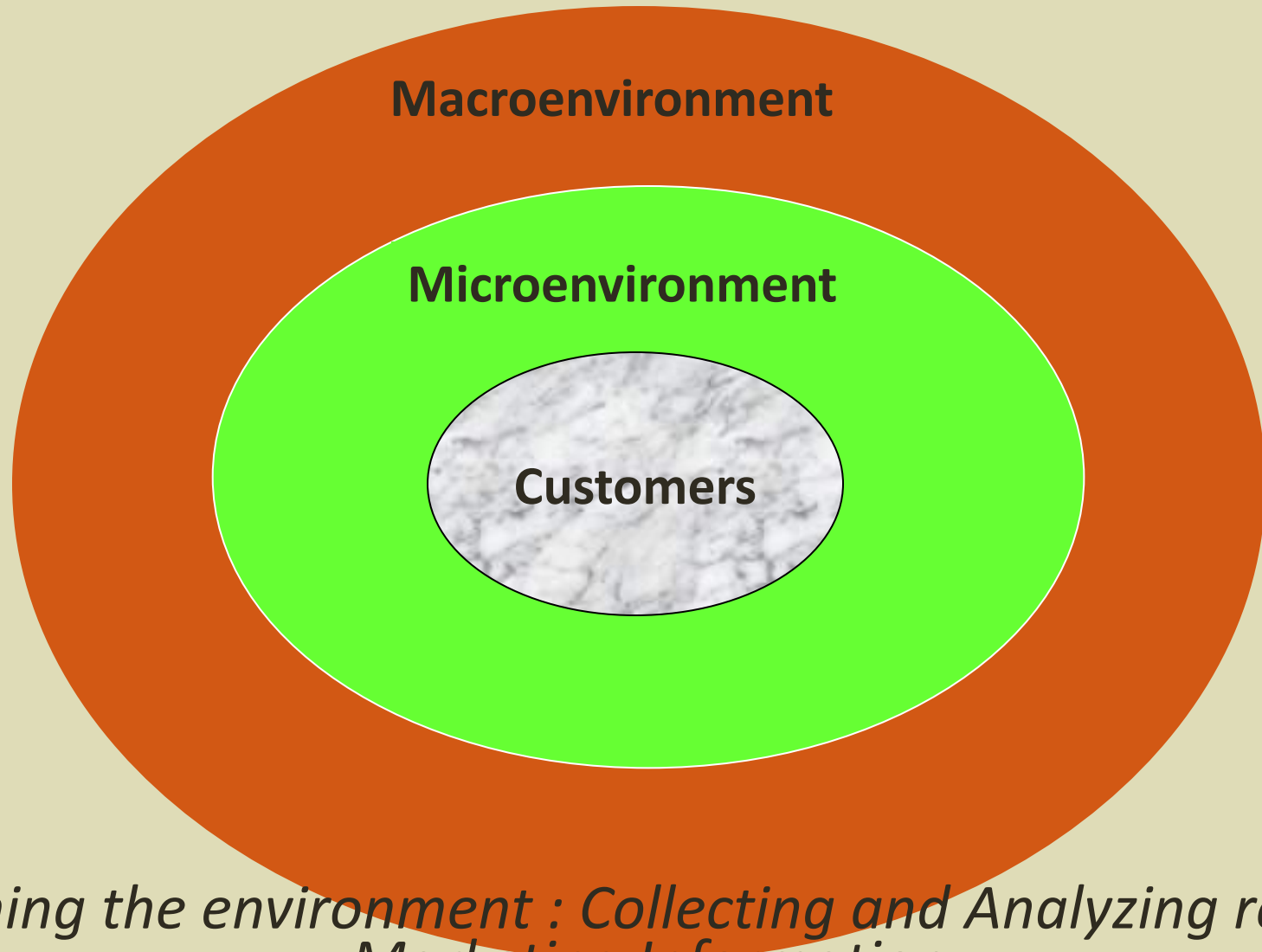
- The process of conveying a message to others in order to:
- ***Inform:*** Consumers can store for later use
- ***Persuade:*** Change attitudes
- ***Remind:*** Keep the “product” in the consumer's mind
- ***Reinforce:*** Encourage repeated use

Key marketing questions

- Why are we in business?
- Where are we today?
- Where do we want to be?
- How do we plan to get there?
- Mission
- Analysis
- Vision
- Strategy

Marketing Environment

The sum of all factors that affect our organization



Scanning the environment : Collecting and Analyzing relevant Marketing Information

MACRO -

ENVIRONMENTAL FORCE

TREND IDENTIFIED BY AN ENVIRONMENTAL SCAN

Social

- Movement toward healthful products and lifestyles.
- Growing number and importance of Hispanic Americans.
- Population shifts to remote suburbs and small towns.

Economic

- Increase in per capita income and standard of living.
- Increase in savings as many workers approach retirement.
- Slow economic growth and stock market fluctuations.

Technological

- Increased use of wireless messaging technology.
- Declining cost of computer power and growth of “smart” products.
- Advances in biotechnology and cancer drugs.

Competitive

- Increased focus on empowering workers to improve performance.
- The emergence of fast, responsive “network corporations.”
- More international competition from emerging countries.

Regulatory

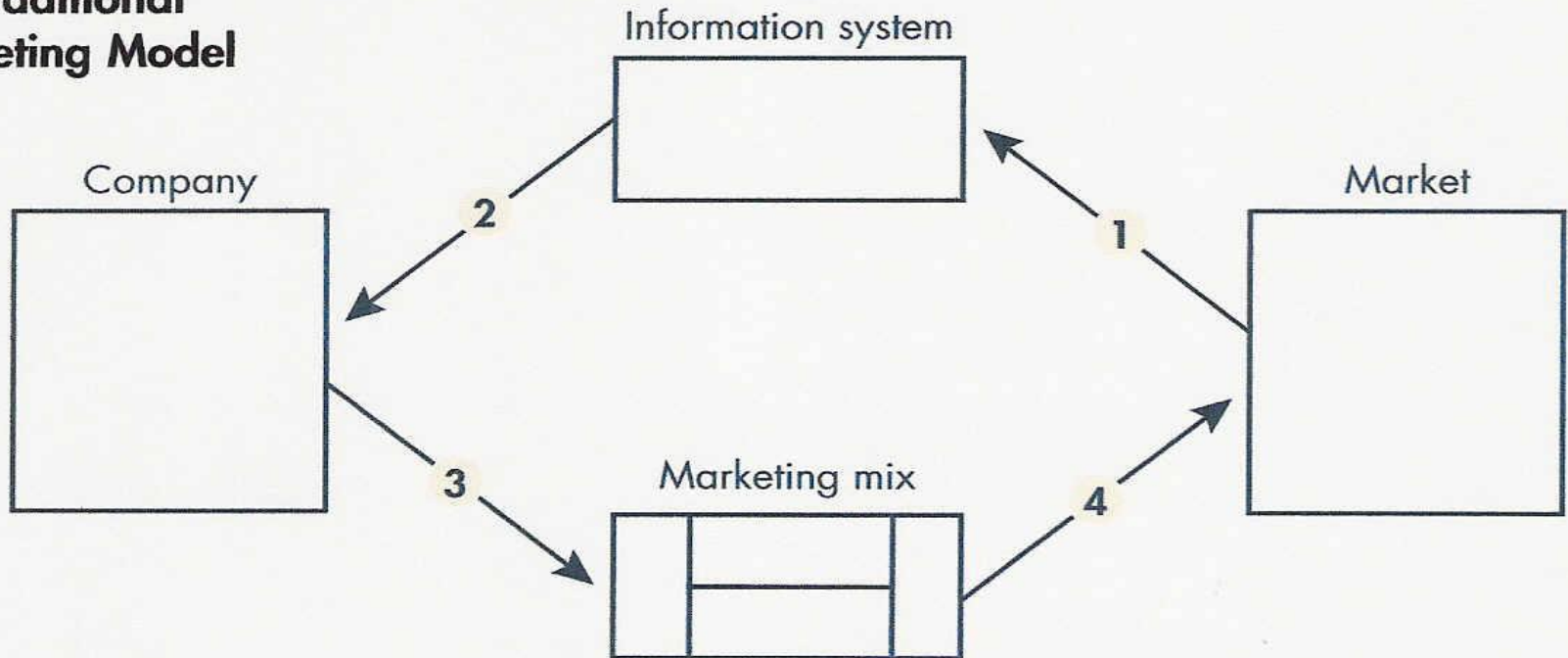
- New legislation related to digital copyright and intellectual property protection.
- Greater concern for privacy and personal information collection.
- New legislation on Internet taxation, e-mail spam, and domain names.

Mission Driven Enterprises

- Do you think that mission driven enterprises are different from consumer goods companies?
- Why or why not?

Traditional marketing Model

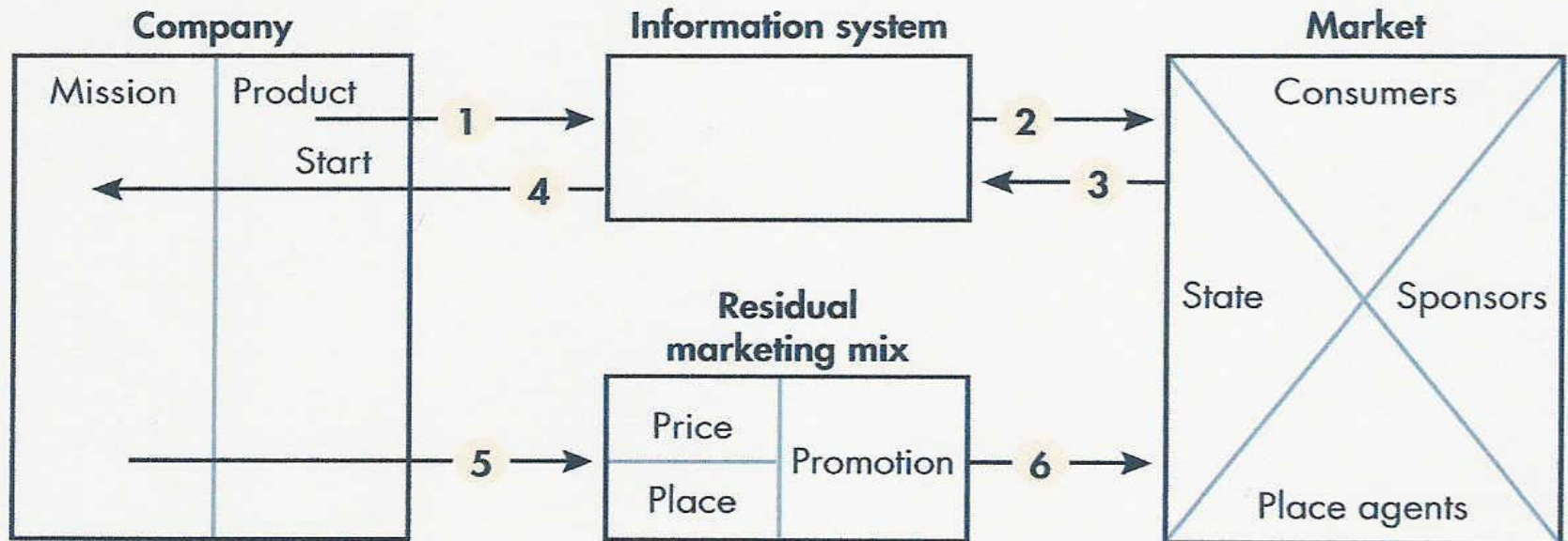
Figure 1.4
The Traditional Marketing Model



- The Market dictates what product to make
- Mission: public satisfaction
- Goal: financial success

Mission Driven Organization Marketing Model

Figure 1.5
The Marketing Model for Cultural Enterprises



- The product leads to the public, not the reverse
- Goal: mission not money

Consumer Decision Making and Us

Problem recognition

Information search

Alternative evaluation

Purchase decision

Purchase evaluation

we use our common sense

Promotion – Communicating our Message to our Clients

Indifference

Attention

Interest

Desire

Trial

Adoption

2.Promotional tools

Personal selling

Advertising

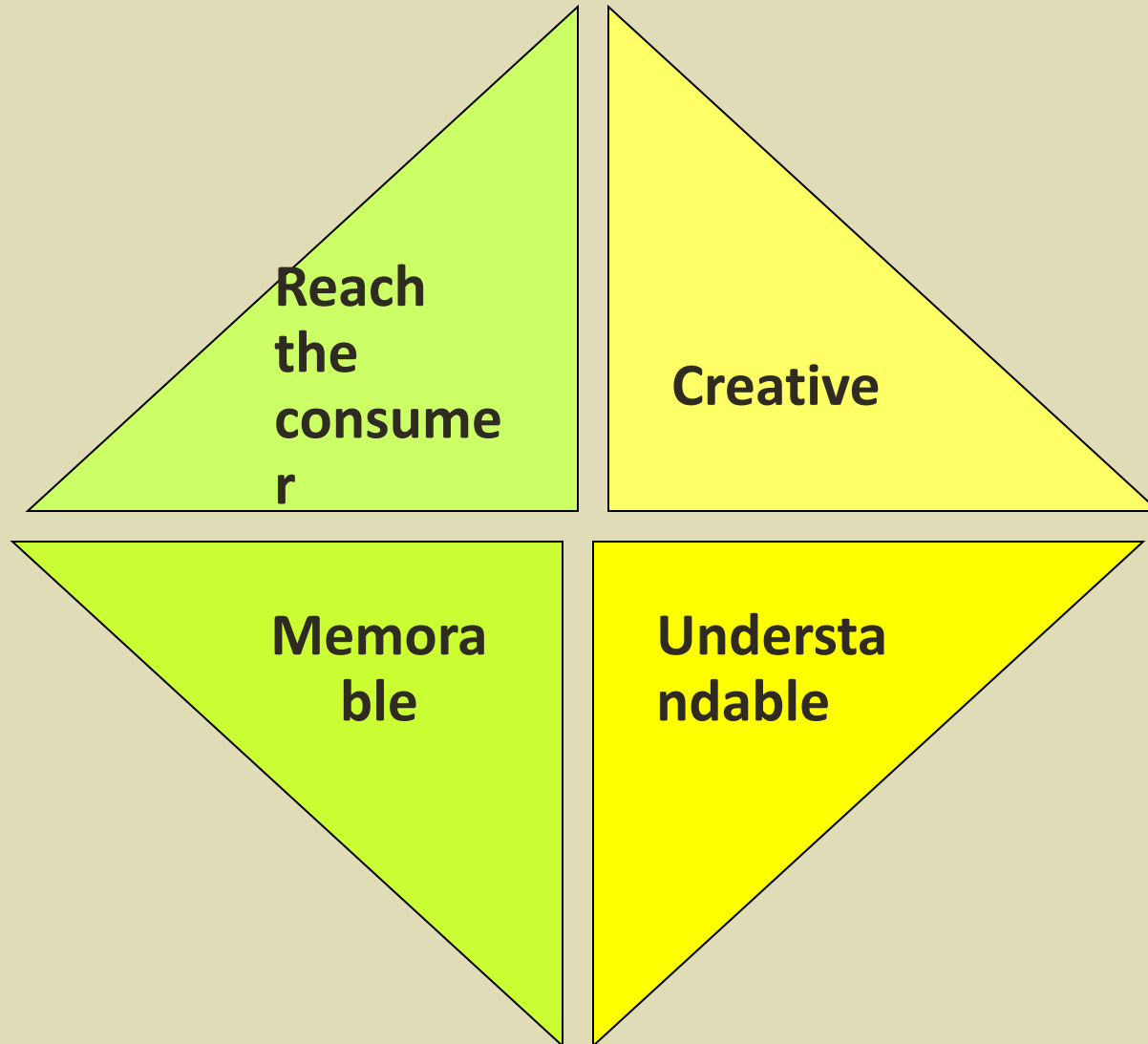
Direct / E-marketing

Sales promotion

Public relations

Sponsorships

Effective Message



Frequency

Reach

Social Media and Marketing Communication

Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.

Web 2.0

Web 2.0 is a loosely defined intersection of web application features that facilitate participatory information sharing, interoperability, user-centered design, and collaboration on the World Wide Web.

What Are Social Networks?

- Users create public profiles
- Discover others with similar interests or backgrounds
- Create an online network of “friends” or colleagues

Benefits to your Organization

- Public Relations
- Customer Services
- Loyalty Building
- Collaboration
- Networking
- Search Engine Optimization
- Raise Funds

Some differences in tactics

Web 1.0

Brand in control

One way / Delivering a message

Repeating the message

Focused on the brand

Educating

Organization Creates Content

Web 2.0

Audience in control

Two way / Being a part of a conversation

Adapting the message/ beta

Focused on the audience / Adding value

Influencing, involving

User created content / Co-creation



Source: Slide 10 from "What's Next In Media?" by Neil Perkin
Obtained from Leveraging Social Media for Fundraising Success by Michael Ames
<http://www.slideshare.net/mikeyames/leveraging-social-media-for-fundraising-success>

facebook®



Some Demographic Information

Source: <http://www.checkfacebook.com/>

- As of 2/17/12, Facebook has 812,135,620 users world wide. The United States has almost 66% of users.
- Among US users:
 - 18-24 24.3%
 - 25-34 23.6%
 - 35-44 16.7%
 - 45-54 12.9%
 - 55-64 8.1%
 - 65+ 5.0%
- Females are 54.9 % Males are 45.1%



- YouTube has over 2 Billion views per day
- In any 60-day period, more video is created and posted than network television created and broadcast in 60 years.

Twitter



Who Uses Twitter

Source:

<http://adage.com/article/adagestat/demographics-facebook-linkedin-myspace-twitter/227569/>

- Less than 10% of the US population is using Twitter.
- It is growing very rapidly
- Almost no one reads Tweets more than 6 hours old
- 45.4% Female 54.6 % Male
- 18-29 41.5%
- 30-49 42.3%
- 50-64 13.7%
- 65+ 2.6%



Linked In

<http://www.slideshare.net/amover/linkedin-demographics-statistics-jan-2012>

- 147 Million users
- 57.9% Male and 42.1% Female
- fastest growing group is 18-24 – 25.8%
- 25-34 – 33.3%
- 35-54 – 33.4%
- 54+ 6.6%

Almost 13% of users are from non-profit, arts, media, and service sectors.

Almost 70% of users are senior management, directors, etc.

Statistics and Facts

- 75% of Americans use social media
- 33% of adults online post to social media sites at least once a week
- 66% of all internet users in the world visit social networks
- Using social media is done more often than reading email
- It is growing 3 times faster than the internet
- 93% of social media users believe an organization should have a presence in social media

- Sources Forrester, Wecando.biz

Work Smarter – Use Tools

- You can update multiple accounts at the same time
Desktop – TweetDeck, Seesmic
- Monitor what people are saying about you
SocialOomph, Twendz, Google Alerts
- No staff? Want outside help? Use a company like
GiveZooks.com (not an endorsement!)

Remember To...

- Listen & Engage
 - It's a dialogue, not a monologue
 - 85% of social media users believe that a company should also interact with its customers
- Be Active
 - Update your information regularly
- Measure
 - Audience
 - How does it fit into your offline goals?



Is Social Media Right for You?

- Which social media tools will allow you to reach your desired audience?
- How will you incorporate it into your current online and offline efforts?
- What resources can you put into it?
- Who will do the work?
- Does your agency should have a Social Media policy?
- It's okay to say it isn't right for you. But think carefully!

Keys to success

- Keep your site current
- Change content continuously
 - Twitter and blog posts
 - Status updates
 - Pictures & videos
- Be interactive and responsive
- Don't make fundraising the primary focus
 - Inform
 - Engage
 - Inspire
- Focus on issues, not only on your organization

Conclusion...What We've Learned

- Social media isn't a fad
 - Billions of users across the globe
- There are many, many tools
 - No one tool is right for everyone
 - They are not hard to learn
- Enhances your fundraising
- It's a marathon not a sprint
- You should think strategically with Social Media

Source: Dave Tinker CFRE

