



Biggest Bang for Your Buck

**Planning and Implementing Advertising, Marketing and PR
Initiatives that Work**

Phillip Bergquist
Communications Specialist
Michigan Primary Care Association



For our talk today the word “marketing” will be used in an “all encompassing” manner including advertising, public relations, outreach etc.



What is Marketing?

- The activity of and processes for creating, communicating, delivering, and exchanging offerings that have value.

Even More Simply...

- Sending a strong message to your target audiences on a coordinated, regular basis!



Why Do We Do It?

- No one is going to “sell” your Health Center besides you!
- Marketing is the Key to:
 - Recruiting New Patients
 - Implementing New Programs and Services
 - Expansion
 - Building Respect in Your Community
 - Communicating Community Impact
 - Ensuring Stability / Maintaining



How Do We Do It?

Process

- | | |
|-----------------------------------|--------|
| • Determine Goals | PREP |
| • Identify and Profile Audience | PREP |
| • Develop Messages | PREP |
| • Select Marketing Channels | PLAN |
| • Choose Activities and Materials | PLAN |
| • Establish Partnerships | PLAN |
| • Write / Implement the Plan | ACTION |
| • Evaluate and Make Corrections | ACTION |



Determining Goals

- To initiate a successful and effective marketing effort, start with an assessment of your current organizational goals.

What are some of your goals?



Identify and Profile Audience

- Once you've identified your key goals, it's time to identify and profile specific audiences to target.
 - Understanding your audience is the key to choosing the most effective ways to communicate with the audience.

What are some of your audiences?



Develop Messages

- Messages should compel your targeted audience to think, feel, or act.
 - **Clarity:** Messages must clearly convey information to assure the public's understanding
 - **Consistency:** Keep the messages uniform and constant
 - **Main Points:** The main points should be stressed, repeated, and prominent
 - **Credibility:** The spokesperson and source of the information should be believable and trustworthy
 - **Tone and Appeal:** A message should be reassuring and straightforward, and match the desired impact



Select Marketing Channels

- Channels carry the messages to the target audiences, they take many forms and there is an infinite list of possibilities.
 - Brochures
 - Flyers
 - Radio Advertising
 - Yellow Pages
 - Website / Online Ads
 - Newspapers
 - Events
 - Local Media
 - [The List Goes On...](#)



Choose Activities and Materials

- What are the activities, events, and/or materials that will most effectively carry your message to the intended audiences?
 - Appropriateness to audience, goal, and message
 - Relevance to desired outcomes
 - Timing
 - Costs / Resources / Time
 - Cultural appropriateness

[What is working for you?](#)



Establish Partnerships

- Groups, organizations, and businesses that would aid you in reaching your goal by providing funds, expertise, support, or other resources.
 - Know what you need and don't be afraid to ask!



Write / Implement the Plan

- *There are many tools for organizing yourself around time, dollars, and staff needed to implement your efforts.*
 - List all activities
 - Under each activity, outline the steps, in order, that will lead to its completion
 - Assign a budget estimate to each step
 - Assign a staffing needs estimate to each step
 - Working backwards from the activity completion point, assign a date for each step in the activity.



Evaluate and Make Corrections

- Specify times to take stock of progress
 - Ongoing Evaluation
 - Focus Groups
 - Surveys
- Determine strengths and weaknesses
 - SWOT
- Identify obstacles
- Alter your approaches to address obstacles
- Consult with communications technical assistance advisors
 - MPCA



Evaluate contd.

- Ongoing Evaluation
 - Incorporate the recording and evaluation of where new patients (etc.) are coming from into your standard systems
- Focus Groups
 - Bring together patients and community members to test your ideas and get feedback
- Surveys
 - Use these as a tool to profile audiences and gather demographic / psychographic information
- SWOT
 - Strengths, Weaknesses, Opportunities, Threats



Final Thoughts

- Marketing is a unique mix for each organization
- Planning is paramount
- Be reasonable, don't take on too much
- Measure your progress and success

Questions and Comments?