Creating a Marketing Mindset at Enterprise Services

What you need
How you need it
When you need it
Presentation Overview

– Enterprise Services Charge & Goals
– Creating a Marketing Mindset
  • Five elements for success
– Discussion
– Confirm Next Steps
“…To provide centralized leadership in efficiently and cost-effectively managing resources necessary to support the delivery of state government services…”
Enterprise Services Goals

- Delivery Exceptional Service
- Reduce the overall cost of government
- Empower and support employees
- Keep Improving
Creating a Marketing Mindset at Enterprise Services

Five Elements for Success
1. Adopting a Customer-Centric Focus

Strategy: Branding & Value Proposition

Develop and deliver superior value to customers in a way that improves both the customer and our constituent’s well-being.

• Customer Experience
• Agency Brand Image
• Marketing Plan
2. Segment and Target the Market

• **Strategy:**

  • **Understand markets by segments.**
    – Consider geographic/demographic, benefit-related and behavioral and “readiness”.
    – Determine whether to position programs using “mass marketing” or a concentrated approach
3. Identify and Understand the Competition

Strategy: Market Conditions

Conduct and leverage market research to understand who else can service current and future customer needs.
4. Utilizing the 4 P’s of Marketing

• **Strategy:**

Consider all four “P”s (and C’s) in developing marketing strategies

- Products & Services (Customer Solution)
- Price (Customer Cost)
- Place (Customer Convenience)
- Promotion (Customer Communication)
4. Utilizing the 4 P’s of Marketing

Product (Customer Solution)

• Products & Services
  – Quality
  – Timing
  – Process
4. Utilizing the 4 P’s of Marketing

• Price (Customer Cost)

Brand Metrics

• Product/Profit Mix
• Forecasting Revenues
• Pricing Policy: incentives/dis-incentives
4. Utilizing the 4 P’s of Marketing

- Place (Customer Convenience)
  - Access to product/services
4. Utilizing the 4 P’s of Marketing

Promotion (Customer Communication)

Agency Promotion – Marketing of Brand Image

Building Relationships

- Aware
- Prefer
- Loyal
- Committed
5. Monitor Efforts and Make Adjustments

**Strategy:**

*Establish a structure through best practices that clarifies goals, identifies measures, analyzes outcomes and helps determine critical areas for improvement.*

- Metrics
- Transparency
- Visual Management
Creating a Marketing Mindset

5 elements for success

1. Adopt a Customer-Centric Focus
2. Segment and Target the Market
3. Identify and Understand the Competition
4. Utilize the 4 P’s (4 C’s) of Marketing
5. Monitoring Efforts and Making Adjustments
Discussion

What you need
How you need it
When you need it
Confirm Next Steps

1. Focus efforts in 2016 on
   a. Creating a Customer-Centric Focus
   b. Agency Branding & Value Proposition
   c. Agency-wide marketing plan

2. Align agency goals and business initiatives to implement marketing strategies