

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*



Our Legislative Charge

*“...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

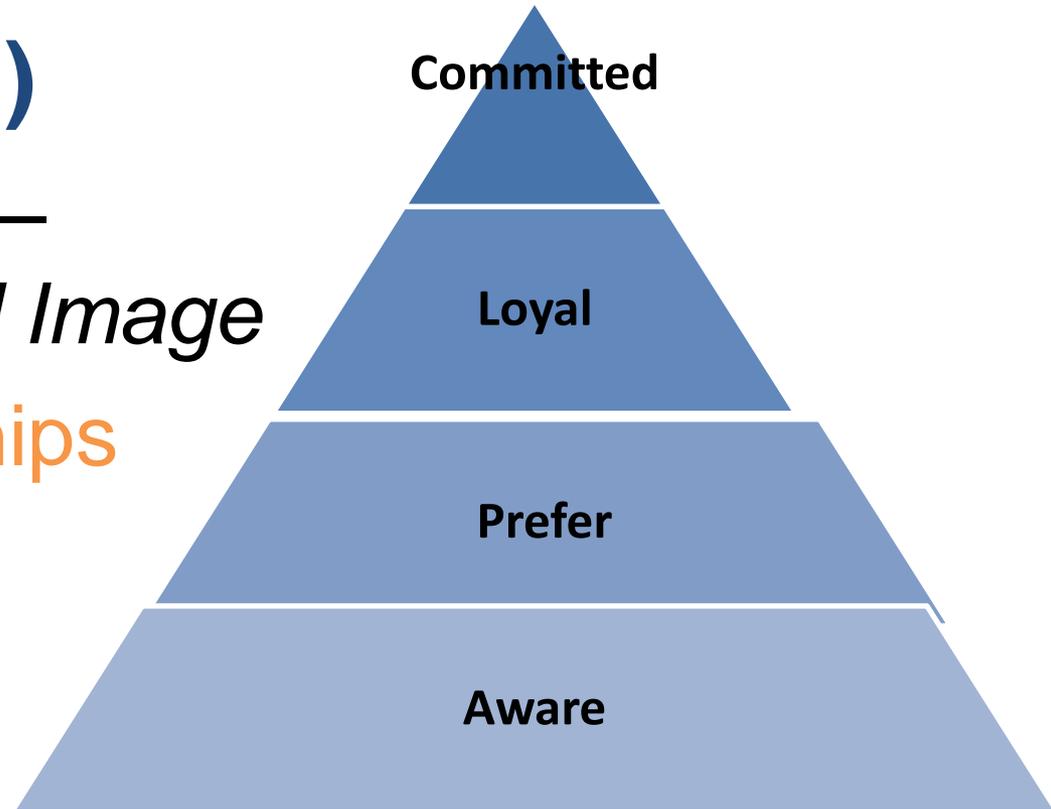


4. Utilizing the 4 P's of Marketing

Promotion (Customer Communication)

Agency Promotion – Marketing of Brand Image

Building Relationships



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



Washington State Department of
Enterprise Services

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*

