Creating a “Marketing Mindset” at Enterprise Services

Enterprise Services Goals

1. **Delivery Exceptional Service**

2. **Reduce the overall cost of government**

3. **Empower and support employees**

4. **Keep Improving**

Five (5) Elements for Success

1. **Adopt a Customer-Centric Focus**
   
   *Strategy*: Develop and deliver superior value to customers in a way that improves both the customer and our constituent’s well-being.

2. **Segment and Target the Market**

   *Strategy*: Understand markets by segments: Geographic/demographic, benefit-related, behavioral, and “readiness”. Determine whether to position programs using “mass marketing” or a concentrated approach.

3. **Identify and Understand the Competition**

   *Strategy*: Conduct and leverage market research to understand who else can service current and future customer needs.

4. **Utilize 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)

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.