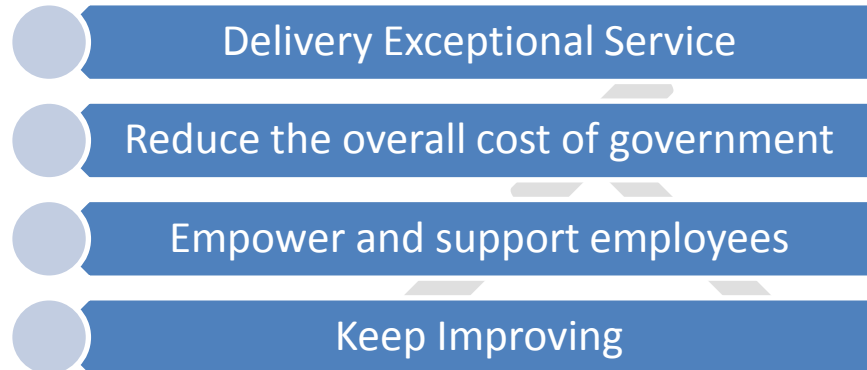


What you need. How you need it. When you need it.

Creating a “Marketing Mindset” at Enterprise Services

Enterprise Services Goals



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.