

# Marketing for Project Managers

# Mission – Why Are We Doing This?

- The “raison d’être” of any organization.
- A **mission statement** should succinctly define the organization’s purpose, products, values, targets and geographic scope.

What do you think  
marketing is?

# 1. What is Marketing ?

“The process of planning and executing the conception, Pricing, Promotion and Distribution of Ideas, Goods, or Services to Create exchanges that satisfy individual and organizational goals”  
*(American marketing Association)*

***Exchange of Value***

# The Marketing Mix

- Product
- Price
- Place
- Promotion

# The Marketing Mix

- In addition to the famous 4P's, some say we need to add
- People and
- Time and
- Specificity of the Company

# 1. Product

A good, service, idea, person, event, place, or organization that can be offered to satisfy consumers in exchange of money or some other unit of value.

# Place

How is our service delivered? How does our client get it?



# Price

What does our service cost? Remember that even FREE is a price.

# Promotion -- Communication

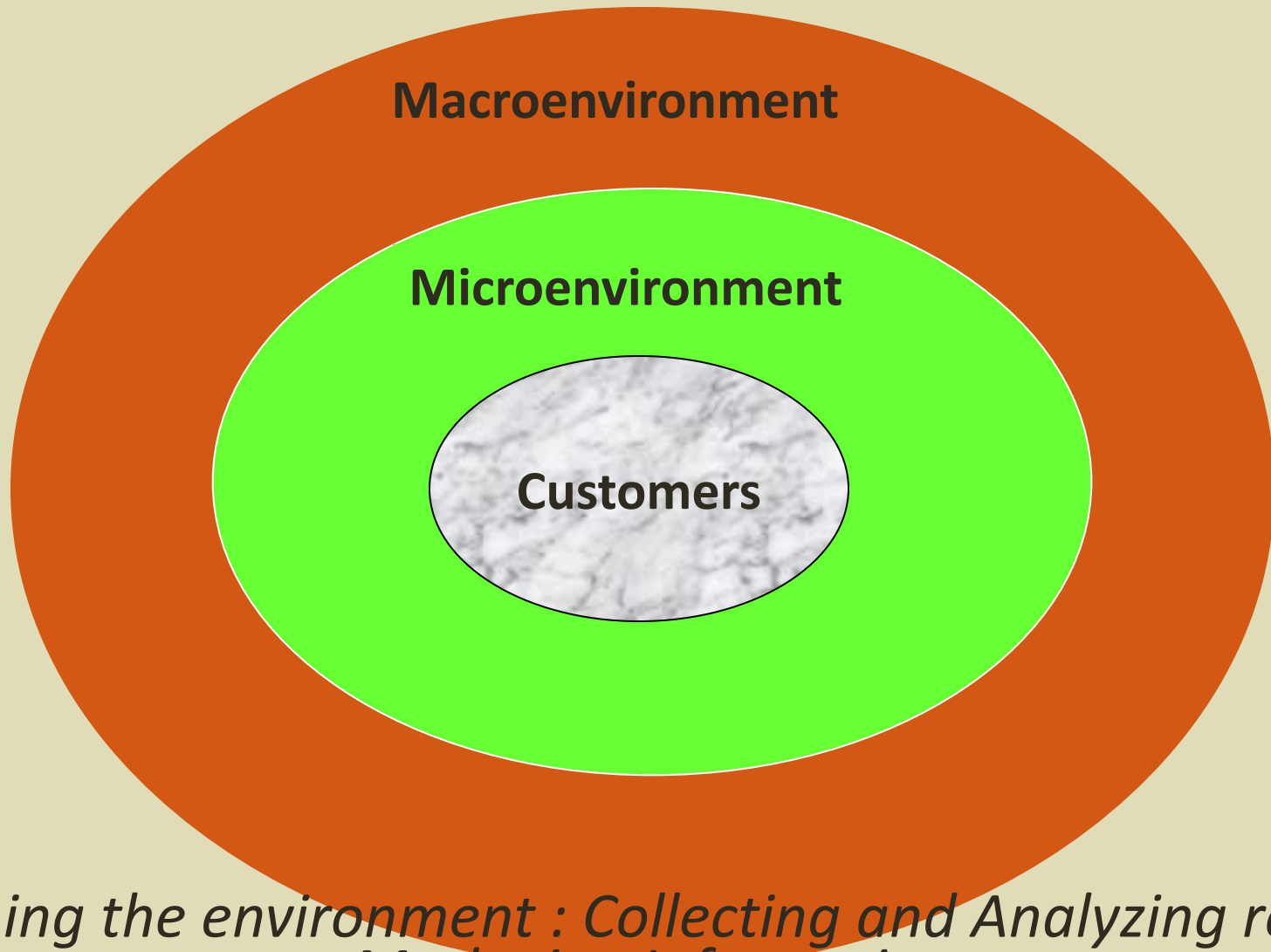
- The process of conveying a message to others in order to:
- ***Inform:*** Consumers can store for later use
- ***Persuade:*** Change attitudes
- ***Remind:*** Keep the “product” in the consumer's mind
- ***Reinforce:*** Encourage repeated use

# Key marketing questions

- Why are we in business?
- Where are we today?
- Where do we want to be?
- How do we plan to get there?
- Mission
- Analysis
- Vision
- Strategy

# Marketing Environment

The sum of all factors that affect our organization



## MACRO -

### ENVIRONMENTAL FORCE

### TREND IDENTIFIED BY AN ENVIRONMENTAL SCAN

Social

- Movement toward healthful products and lifestyles.
- Growing number and importance of Hispanic Americans.
- Population shifts to remote suburbs and small towns.

Economic

- Increase in per capita income and standard of living.
- Increase in savings as many workers approach retirement.
- Slow economic growth and stock market fluctuations.

Technological

- Increased use of wireless messaging technology.
- Declining cost of computer power and growth of “smart” products.
- Advances in biotechnology and cancer drugs.

Competitive

- Increased focus on empowering workers to improve performance.
- The emergence of fast, responsive “network corporations.”
- More international competition from emerging countries.

Regulatory

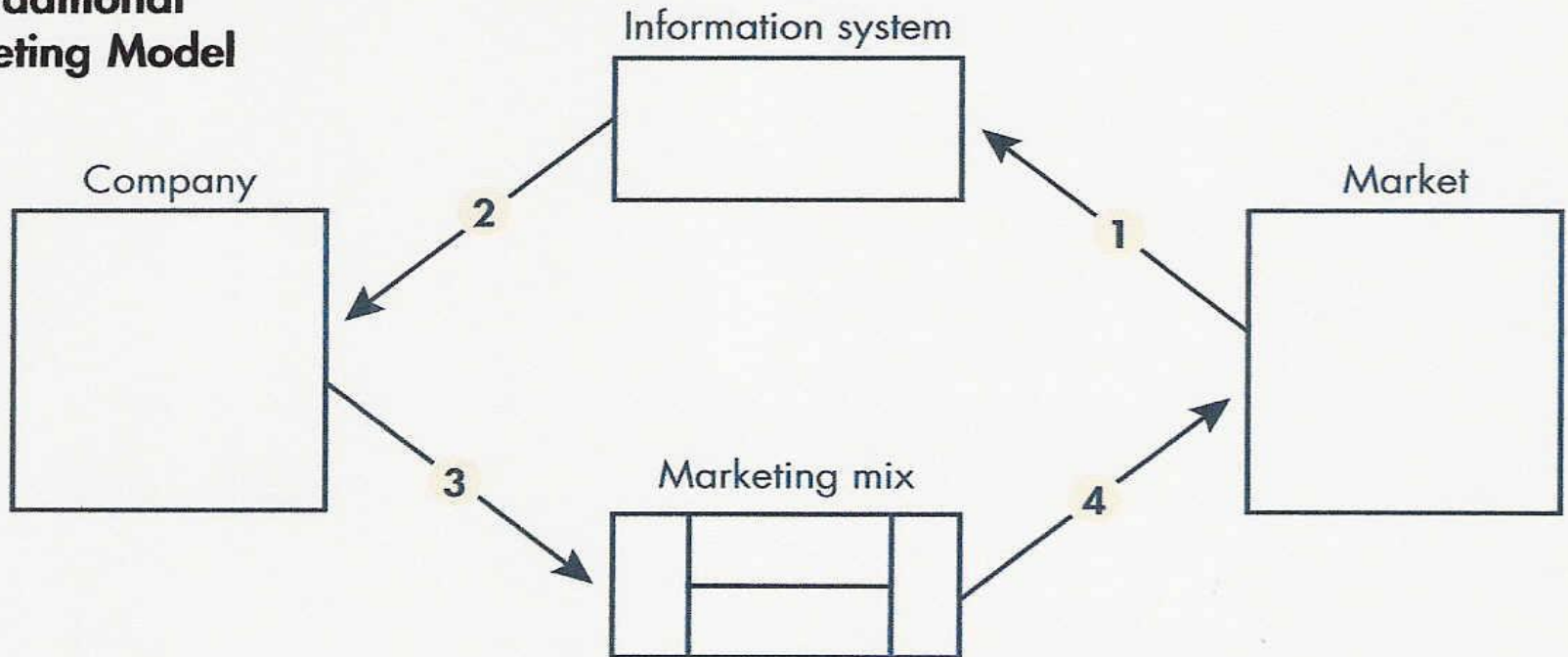
- New legislation related to digital copyright and intellectual property protection.
- Greater concern for privacy and personal information collection.
- New legislation on Internet taxation, e-mail spam, and domain names.

# Mission Driven Enterprises

- Do you think that mission driven enterprises are different from consumer goods companies?
- Why or why not?

# Traditional marketing Model

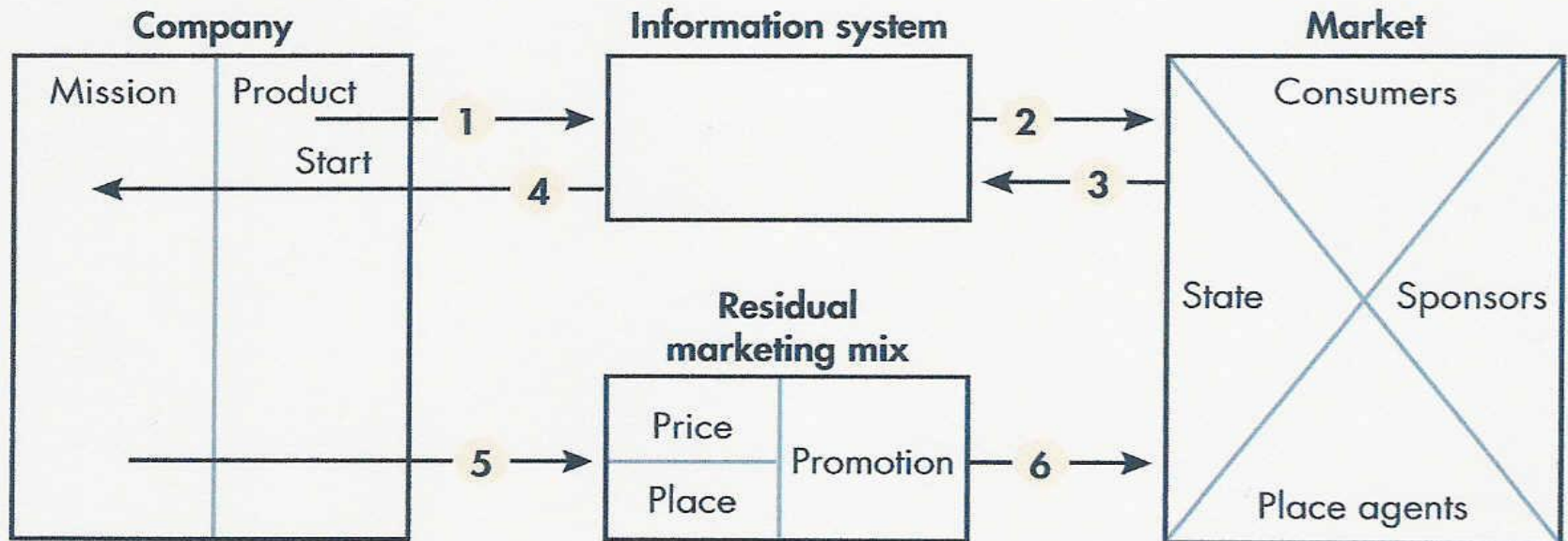
**Figure 1.4**  
**The Traditional Marketing Model**



- The Market dictates what product to make
- Mission: public satisfaction
- Goal: financial success

# Mission Driven Organization Marketing Model

**Figure 1.5**  
**The Marketing Model for Cultural Enterprises**



- The product leads to the public, not the reverse
- Goal: mission not money



# Consumer Decision Making and Us

## R

Problem recognition

Information search

Alternative evaluation

Purchase decision

Purchase evaluation

*we use our common sense*

# Promotion – Communicating our Message to our Clients

**Indifference**

**Attention**

**Interest**

**Desire**

**Trial**

**Adoption**

# 2.Promotional tools

**Personal selling**

**Advertising**

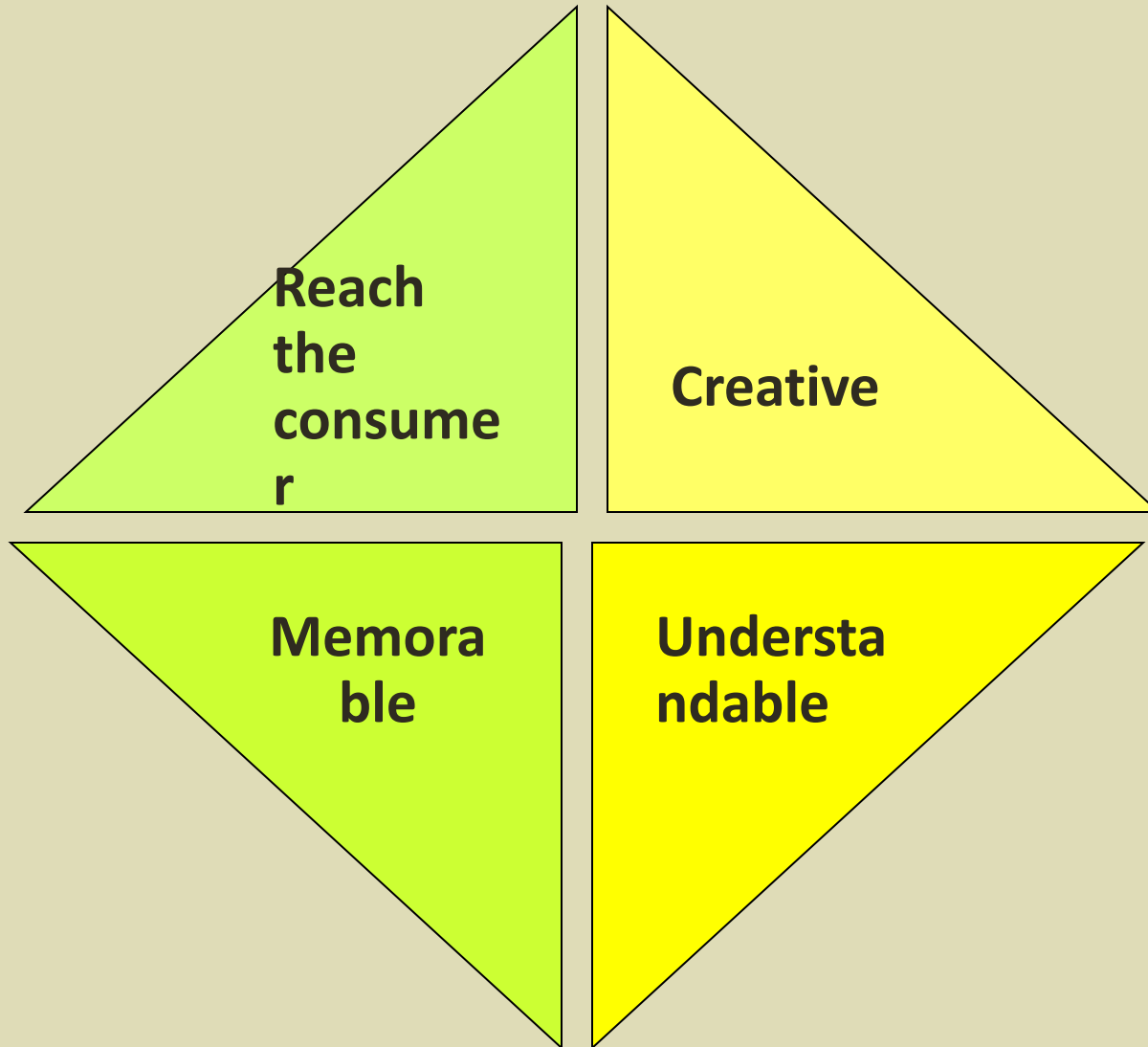
**Direct / E-marketing**

**Sales promotion**

**Public relations**

**Sponsorships**

# Effective Message



**Frequency**

**Reach**

# Social Media and Marketing Communication

Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.

# Web 2.0

**Web 2.0** is a loosely defined intersection of web application features that facilitate participatory information sharing, interoperability, user-centered design, and collaboration on the World Wide Web.



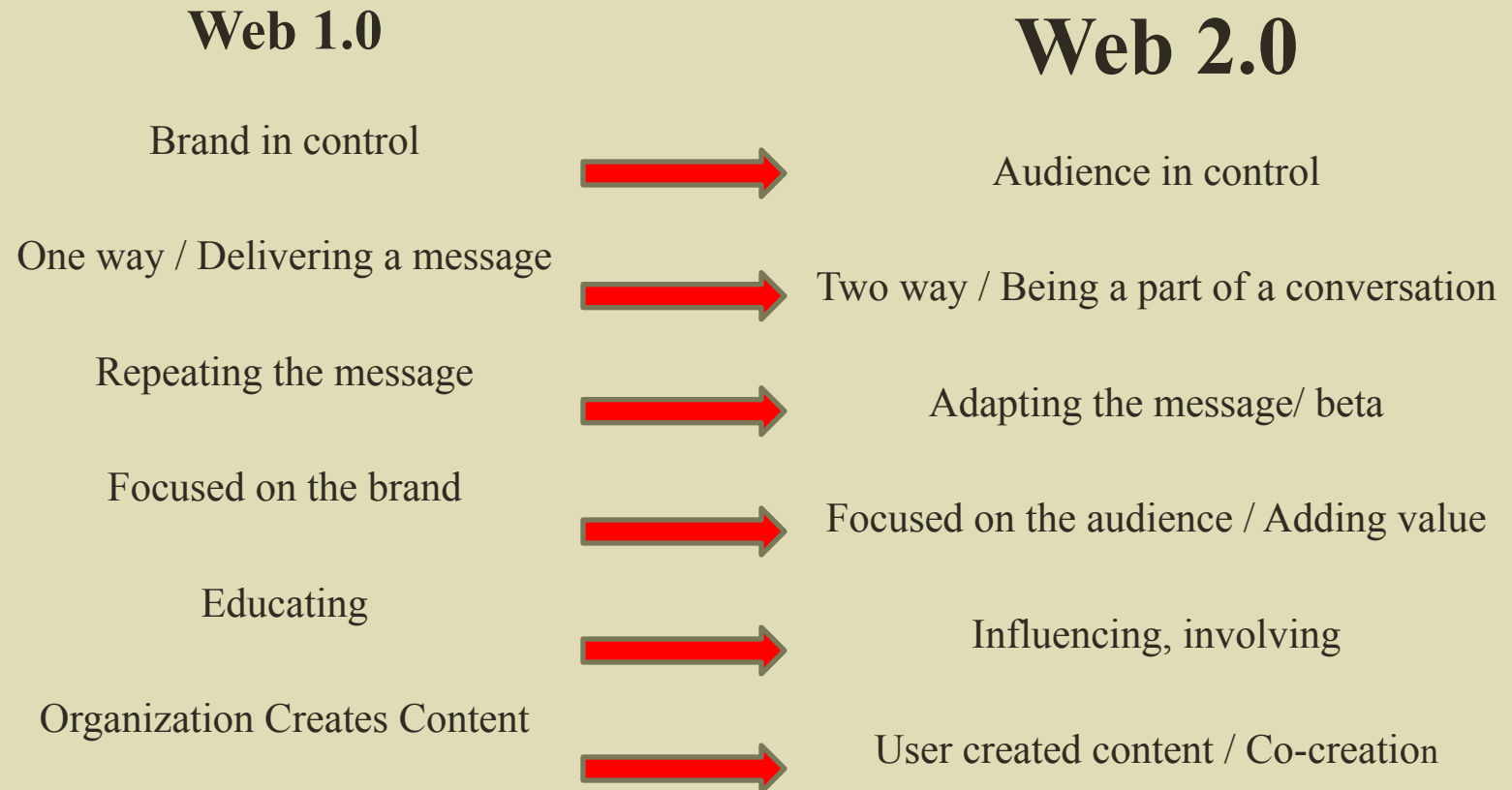
# What Are Social Networks?

- Users create public profiles
- Discover others with similar interests or backgrounds
- Create an online network of “friends” or colleagues

# Benefits to your Organization

- Public Relations
- Customer Services
- Loyalty Building
- Collaboration
- Networking
- Search Engine Optimization
- Raise Funds

# Some differences in tactics



Source: Slide 10 from "What's Next In Media?" by Neil Perkin

Obtained from Leveraging Social Media for Fundraising Success by Michael Ames

<http://www.slideshare.net/mikeyames/leveraging-social-media-for-fundraising-success>

facebook®



# Some Demographic Information

Source: <http://www.checkfacebook.com/>

- As of 2/17/12, Facebook has 812,135,620 users world wide. The United States has almost 66% of users.
- Among US users:
  - 18-24 24.3%
  - 25-34 23.6%
  - 35-44 16.7%
  - 45-54 12.9%
  - 55-64 8.1%
  - 65+ 5.0%
- Females are 54.9 % Males are 45.1%

**You**  **Tube**

- YouTube has over 2 Billion views per day
- In any 60-day period, more video is created and posted than network television created and broadcast in 60 years.

# Twitter





# Who Uses Twitter

Source:

<http://adage.com/article/adagestat/demographics-facebook-linkedin-myspace-twitter/227569/>

- Less than 10% of the US population is using Twitter.
- It is growing very rapidly
- Almost no one reads Tweets more than 6 hours old
- 45.4% Female 54.6 % Male
- 18-29 41.5%
- 30-49 42.3%
- 50-64 13.7%
- 65+ 2.6%

**Linked**  **in**®

# Linked In

<http://www.slideshare.net/amover/linkedin-demographics-statistics-jan-2012>

- 147 Million users
- 57.9% Male and 42.1% Female
- fastest growing group is 18-24 – 25.8%
- 25-34 – 33.3%
- 35-54 – 33.4%
- 54+        6.6%

Almost 13% of users are from non-profit, arts, media, and service sectors.

Almost 70% of users are senior management, directors, etc.

# Statistics and Facts

- 75% of Americans use social media
- 33% of adults online post to social media sites at least once a week
- 66% of all internet users in the world visit social networks
- Using social media is done more often than reading email
- It is growing 3 times faster than the internet
- 93% of social media users believe an organization should have a presence in social media

- Sources Forrester, Wecando.biz

# Work Smarter – Use Tools

- You can update multiple accounts at the same time  
Desktop – TweetDeck, Seesmic
- Monitor what people are saying about you  
SocialOomph, Twendz, Google Alerts
- No staff? Want outside help? Use a company like  
GiveZooks.com (not an endorsement!)

# Remember To...

- Listen & Engage
  - It's a dialogue, not a monologue
  - 85% of social media users believe that a company should also interact with its customers
- Be Active
  - Update your information regularly
- Measure
  - Audience
  - How does it fit into your offline goals?



# Is Social Media Right for You?

- Which social media tools will allow you to reach your desired audience?
- How will you incorporate it into your current online and offline efforts?
- What resources can you put into it?
- Who will do the work?
- Does your agency should have a Social Media policy?
- It's okay to say it isn't right for you. But think carefully!

# Keys to success

- Keep your site current
- Change content continuously
  - Twitter and blog posts
  - Status updates
  - Pictures & videos
- Be interactive and responsive
- Don't make fundraising the primary focus
  - Inform
  - Engage
  - Inspire
- Focus on issues, not only on your organization



# Conclusion...What We've Learned

- Social media isn't a fad
  - Billions of users across the globe
- There are many, many tools
  - No one tool is right for everyone
  - They are not hard to learn
- Enhances your fundraising
- It's a marathon not a sprint
- You should think strategically with Social Media

Source: Dave Tinker CFRE

