

Ryedale Voluntary Action

Factsheet

Marketing Essentials

There are a lot of definitions out there for 'marketing'.

- Marketing focuses on the satisfaction of customer needs, wants and requirements.
- The philosophy of marketing needs to be owned by everyone from within the organisation.
- Future needs have to be identified and anticipated.
- There is normally a focus upon profitability, especially in the corporate sector. However, as public sector organisations and not-for-profit organisations adopt the concept of marketing, this need not always be the case.
- More recent definitions recognise the influence of marketing upon society.

The benefits of marketing

Effective marketing:

- Raises awareness
- Brings clients and services together
- Increases service users
- Improves funding from bodies
- Assists fundraising from the general public

Business marketing v's Not for profit organisation marketing

A business tends to focus mainly on its customers/buyers.

A not for profit organisation has many audiences:

- Funding bodies
- Fundraisers
- Volunteers
- Service users
- General public
- Public bodies

Targets

Think about who you are targeting

- Existing service users
- Potential users
- Funding bodies
- Fundraisers
- General public
- The media

Market Research

You must think about:

- Who are your 'customers'?
- What service already exists?
- Who uses it?
- What do potential service users want?
- What might make them use your service?

Marketing - the four 'P's

Product	Price	Place	Promotion
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When marketing it is helpful to think of the marketing mix, which is the four 'P's

Product

- What are you offering?
- Is it advice, a service, a product?
- What benefit will it bring?
- Does it solve a problem, satisfy a desire?
- Fresh marketing gives new life.

Think about the USP of your product—what is your unique selling point?

- What makes your services/product special?
- Is it different to the competition?
- What gives you the edge?
- Price, quality, customer service?

Price

- Is there a price?
- Does the cost vary on service user?
- Donations?
- Free service?
- Full market price?
- Subsidised price?
- Price must be right for the customers to use
- Value of the service to the customer
- Can your customers afford it?

Place

- Where are you placing your service?
- Do you have the right premises?
- Local... regional... national?
- How will you get your services to your customer?

Promotion

- How can you tell potential users about your service?
- How can you promote the great benefits it will bring them?
- You must turn your service into a 'must have' for your customers.

Branding

- Adds a professional image.
- Think about your aims, objectives, ethics
- Be consistent—website, leaflets, reports, letterheading
- Need not cost the earth
- Makes you recognisable

The AIDA Principle—apply this to every piece of marketing!

Attract	A	attention of potential clients
Arouse	I	interest in your service
Create	D	desire for its benefits
Prompt	A	action e.g. visit, purchase