

P2Rx Marketing Plan

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This document relates the P2Rx Marketing Strategy to the P2Rx Product Roadmaps. The P2Rx Marketing strategy is our *vision*, whereas the P2Rx Marketing Plan outlines the steps for *putting the plan into action*. The P2Rx Marketing Plan contains the eleven elements of a marketing plan, Background, Situational Analysis, Target Market Analysis, Marketing Objectives and Goals, Barriers, Benefits, and Competition, Positioning Statement, Strategic Marketing Mix (Products, Price, Place, and Promotion), Evaluation, Budget, and Implementation. It also serves as a template for the P2Rx Product Roadmaps. The P2Rx Product Roadmaps are the specific implementation plans for each product or service.

Please note that *this* document is not an implementation plan. The marketing strategy is general, and the marketing plan takes this general vision and boils it down to a more specific structure. Think of the P2Rx Marketing Strategy, Plan, and Product Roadmaps as a bike wheel. The Marketing Plan is the center of the bike wheel. The Product Roadmaps come from this center – they are specific marketing plans for each product or service. The Marketing Strategy is the overall, unifying vision of Marketing for P2Rx products and services. Further, note that the choice of products (or product mixes) for each individual product roadmap will change over time, as there is more or less attention to these products, or as the marketing aspects of these products coalesce or diverge from other products. The product roadmaps represent the groupings of products and services identified in the Strategic Marketing Mix. As marketing evaluations are conducted as part of each product roadmap, the P2Rx Marketing Plan will also be reviewed and revised. The strategic marketing mix may change.



P2Rx Marketing Plan

Background

P2Rx needs a marketing plan so that it can implement its marketing strategy in a tangible, cohesive way. The marketing plan provides a template for the individual Product Roadmaps.

Situational Analysis

P2Rx is a national resource exchange composed of eight regional P2 Information centers. Centers all have an active presence on the web plus are physically active with P2 programs in their regions through the P2 Regional Roundtables. Additionally, centers have other activities specific to their organizations. It is important to create a plan that can be implemented by all centers, given their resources.

Target Market

P2Rx needs to focus on two specific target markets when developing products and services:

- 1) P2Rx Regional Centers: There are eight regional centers that serve a specified geographic area. When developing products and services, P2Rx needs to create marketing efforts that focus “selling” these new products or services to the regional centers. Areas of importance include:
 - a. How will the centers use these products or services?
 - b. How will the centers benefit from these products or services?
 - c. How will we evaluate the usefulness of these products or services for the centers?
- 2) Service Providers (Community of Practice): Each center has service providers within its region that it assists. Though not every marketing effort will be appropriate for every service provider, each marketing campaign should benefit some of the programs in some way. This implies that some kind of feedback or dialog be employed when designing the product initially, in addition to the evaluation phase of the marketing effort which is used to refine the product and its promotion. Marketing messaging for service providers that P2Rx and its regional centers serve needs to address three areas of importance:
 - a. How does this product or service improve awareness of P2 Information?
 - b. How does this product or service improve accessibility of P2 Information?
 - c. How does this product or service improve usability of P2 Information?

Marketing Objectives and Goals

P2Rx is dedicated to improving awareness, accessibility, and usability of P2 Information. Thus, the marketing outcomes for P2Rx follow suit. More specifically, the Marketing outcomes are:

- 1) Increasing P2 knowledge for those in the P2Rx regional centers and the P2 Community of Practice
- 2) Improving information content, delivery, sharing, and access among P2Rx regional centers and the P2 Community of Practice
- 3) Enhance the capacity of service providers to supply P2 resources and services to their clients

Additionally, all the outcomes identified in the P2Rx and Center logic model of information dissemination are desired. For the P2 community of practice, outcomes include

- improvements in information content, delivery, sharing, and access
- enhanced capacity to provide p2 resources and services
- efficient and high-quality content, access to, and delivery of P2 information and assistance

For the end-user of P2 information, outcomes include

- increased awareness of P2
- Implementation of P2 plans and practices

Ultimately, for both groups, the final outcome is cost savings, reduced energy use, reduced water use, natural resource conservation and less waste produced.

Barriers, Benefits, and Competition

Barriers

- Limited Resources – P2Rx has limited funds available, especially for marketing. This produces barriers in developing ideal marketing campaigns. Additionally, each center cannot commit a full-time individual to marketing, thus both the time and effort put forth by individuals in the P2Rx network is limited.
- Dynamic Environment – because the P2 world (both community and information) is ever-changing, it is difficult to develop a set plan of campaigns and deliverables for each year. As a result, many marketing efforts have to start from the identification of a need or void in the P2 arena, and the development of great ideas. This is not only difficult to do, but also time-consuming.
- Lack of substantial, fixed benchmarks – for the reasons cited above, it is difficult to measure impact of marketing efforts and see chartable results from year to year.

Benefits

- P2Rx can identify needs in its community and develop marketing campaigns to directly satisfy those needs.
- P2Rx is not committed to a definitive marketing program with set deliverables allowing for flexibility in marketing efforts and campaigns.
- Because of its network, centers can develop new products that can be used by other centers and marketed collectively across P2Rx and all eight centers.

Competition

- P2Rx and its regional centers are unique, but not the only available means of P2 Information. P2Rx competes with search engines such as Google and other private P2 Information Centers. It is important for P2Rx to utilize search engines and programs developed by others to its full advantage. This includes using good meta-data on our resources so we have a high return on a search engine. P2Rx can also leverage its position in this competitive environment through use of Web 2.0 tools like the P2Tagteam on Delicious, wikis, etc.

Positioning Statement

P2Rx is a national resource exchange comprised of eight regional centers. It focuses on increasing awareness, accessibility, and usability of P2 information. Each of the eight regional centers has a directory of service providers within their geographic location. P2Rx, the regional centers, and the service providers need up-to-date P2 Information. Though we compete with search engines and other information hubs, P2Rx is unique because it focuses on identified environmental needs of the region, and shares this information nationally through the P2Rx network. In this way, every regional center's resources are leveraged.

Strategic Marketing Mix

Based upon P2Rx current products and services and the existing marketing of those, items were lumped together or separated into their own category. For example, the “P2TagTeam” campaign for social bookmarking is significantly different than other marketing efforts, primarily because it includes “retention marketing” to keep customers engaged in participating in this effort and because it requires interaction from the customers. Traditionally, many P2Rx products are provided on the web and feedback is welcome, evaluation is conducted, but true customer interaction is not part of the product. Information products (Topic Hubs, sector resources, P2 News, Case studies, etc.) are considered the hallmark of what P2Rx does. These products are currently all marketed in a similar enough way that they are lumped together. Note that when the Product Roadmaps are completed, the campaigns conducted, and evaluation completed for each identified Product, the groupings may change.

PRODUCTS	PRICE	PLACE	PROMOTION
Information Products (Topic Hubs, sector resources, P2 News, etc.)	Know how to use it, find what you want, searchability	P2Rx & Center websites	calendar, occasional announcement on a listserv
Services (Rapid response, webinars, etc)	Know how to use it, time	P2Rx & Center websites	Occasional listserv announcement, included in calendar
Networking (P2 Programs Directory, listservs, etc.)	Navigation / currency	P2Rx, NPPR & Center websites	None, included in calendar
P2 Results Database	View it on web	P2Rx, Center websites, other websites	None, included in calendar
Calendar	Free to partners	Mail	Website, photo solicitation on listserv
P2TagTeam - Delicious	Know how to use it, sign up, time	P2Rx	National meeting, follow-up e-mails
Regional Roundtable Conferences	Time/registration	Local venue	Listservs & web
Center initiatives (Tribal P2, Mercury Reduction Database, Sustain Updates, etc.)	Navigation/currency	Center sites, links from P2Rx	Occasional Listserv announcement, some specific communities support these products

Evaluation

Evaluation for each campaign is different; however, there are three distinct questions that need to be addressed before, during, and after the campaign:

- 1) How does this product increase P2 knowledge for those in the P2Rx regional centers and the P2 Community of Practice?
- 2) How does this product improve information content, delivery, sharing, and access among P2Rx regional centers and the P2 Community of Practice?
- 3) How does this product enhance the capacity of service providers to supply P2 resources and services to their clients?

In addition to evaluation in every individual product roadmap, the P2Rx Marketing Strategy and P2Rx Marketing Plan should be reviewed as part of the P2Rx Continuous Improvement Process.

Budget

Factors that need to be addressed when budgeting are:

- Time associated with development and marketing of the product/service
- Effort (on behalf of staff) associated with development and marketing of the product/service
- Financial cost (during the development, launch, and follow-up phases of the campaign)

Implementation

An implementation plan that specifies when things happen is a must before beginning any marketing effort of P2Rx products and services. The implementation plan included in the product roadmap will include some sort of calendar, specifying activities associated with the development, promotion, and evaluation of each product. The plan should specify time and costs (financial and non-financial) associated with the development, launch, and follow-up phases of the campaign. Although the implementation plan can be flexible, it should provide a solid roadmap so that the campaign stays on course.

APPENDIX

