

## P2Rx Marketing Strategy

*Drafted June 2009*

This marketing strategy provides the overarching vision of P2Rx's Marketing efforts. The P2Rx Marketing Strategy relates the backbone of P2Rx – its Mission, Goals, Continuous Improvement Process, Pollution Prevention Ethic, and Regional Centers – to marketing.

Think of the P2Rx Marketing Strategy, Plan, and Products and Services as a bike wheel. The Marketing Strategy is the tire of the bike wheel. The Marketing Strategy provides the overall strategy (what we want to accomplish) and guidance. The marketing plan is the center of the wheel, and individual product roadmaps come from it. The spokes are the individual product roadmaps which provide marketing specific tasks for every product.



## P2Rx Marketing Strategy

The P2Rx Marketing Strategy exploits the P2Rx Mission, Goals, and Continuous Improvement Process. It will be implemented on both a national and regional level. The P2Rx Marketing Strategy utilizes all of these components and thus is part of the overall P2Rx Strategy. The flowchart<sup>2</sup> included in the appendix illustrates these relationships.

### *P2Rx's Mission and Marketing*

The P2Rx Marketing Strategy will help regional centers improve the flow of information on our products and services directly and explicitly out to the pollution prevention community of practice. In addition to P2 service providers, the community of practice includes educational institutions, local governments, and other organizations seeking information on sustainability or environmental improvements. P2Rx will continue to focus on prevention measures that can be taken to affect environmental improvement.

### *P2Rx's Goals and Marketing*

The goals for P2Rx are:

1. Serve as the first stop for P2 information for environmental service providers.
2. Increase the awareness, accessibility, and usability of P2 information.
3. Facilitate dynamic regional P2 networks.

These goals are based on the Logic Model of Information Dissemination<sup>1</sup> which shows how information and training lead to behavior change and environmental outcomes.

In order for P2Rx to be the *first stop in Pollution Prevention information* for service providers, products and services need to be developed and marketed to funnel customers to P2Rx. It is important that web products have high visibility on internet search engines. Additionally, website and contact information must be included on all internal and external documents. (If P2Rx or Centers are not the owners or originators of documents on the websites, it may not be possible to include our information. However, the P2Rx and Center information should be included on search pages, introduction pages, or other places as possible and appropriate.) All products need to be branded with "P2Rx" and "P2Rx.org" in addition to the center's name. Additionally, P2Rx should be identified along with the center name and information in communications, such as e-mail signatures, brochures, and other communications. This will create a cohesive line of P2Rx products for users of P2Rx information.

Several steps can be taken to meet *P2Rx's objective*: improving

- awareness,
- accessibility, and
- usability of P2 information

Homepages need to be easily accessible and without clutter or confusing jargon, while still providing enough context to assist the user looking for specific information. All products and services developed

by P2Rx need to satisfy the objective. Once the developed products satisfy internal standards, messaging to external contacts needs to focus on the objective.

Regional centers need to work together and collectively to not only satisfy the P2Rx marketing needs, but their own marketing needs as well. P2Rx can support *regional P2 networks* by encouraging communication and sharing of products among centers.

### *P2Rx's Continuous Improvement Process and Marketing*

Marketing efforts need to be evaluated with P2Rx's continuous improvement process.

All Marketing efforts need to be planned and designed with the following questions in mind:

- 1) How does this product or service improve awareness of P2 Information?
- 2) How does this product or service improve accessibility of P2 Information?
- 3) How does this product or service improve usability of P2 Information?

Messaging needs to promote the benefits of the product. This needs to be communicated clearly to the intended audience focusing on answering the three questions described above. For the service provider community, there is an implied question that must be answered, how does this product or service help me do my job of helping businesses? For the business or direct use of P2 information, the implied question is how does this information help me reduce pollution at the source and does it help me prioritize what needs to be done?

In order to measure and evaluate marketing efforts, baselines need to be established before the commencement of the campaign. These baselines might include measures of current web usage (indicating accessibility, sharing or access), awareness, or knowledge. Also, estimated cost including development time versus the outcome (i.e. was it worth it?) must be established.

It is extremely important that all marketing efforts are assessed after completion of the campaign. This is vital because it provides a summary of the project, and includes a recommendation section that points to things that should have been done differently, new ideas that were not originally planned in the campaign, and better ways of measuring and evaluating. This is an important strategy because it fosters the development of improved and more successful marketing efforts for the future.

### *P2Rx's Pollution Prevention Ethic and Marketing (Walk the Talk)*

Because of P2Rx's core function, disseminating pollution prevention information, marketing efforts need to complement this ethic. It is a branding opportunity for P2Rx to implement marketing efforts that also focus on source reduction. This prevents conflicts-of-interest between P2Rx and its marketing efforts.

Ideas for a marketing focus on source reduction include:

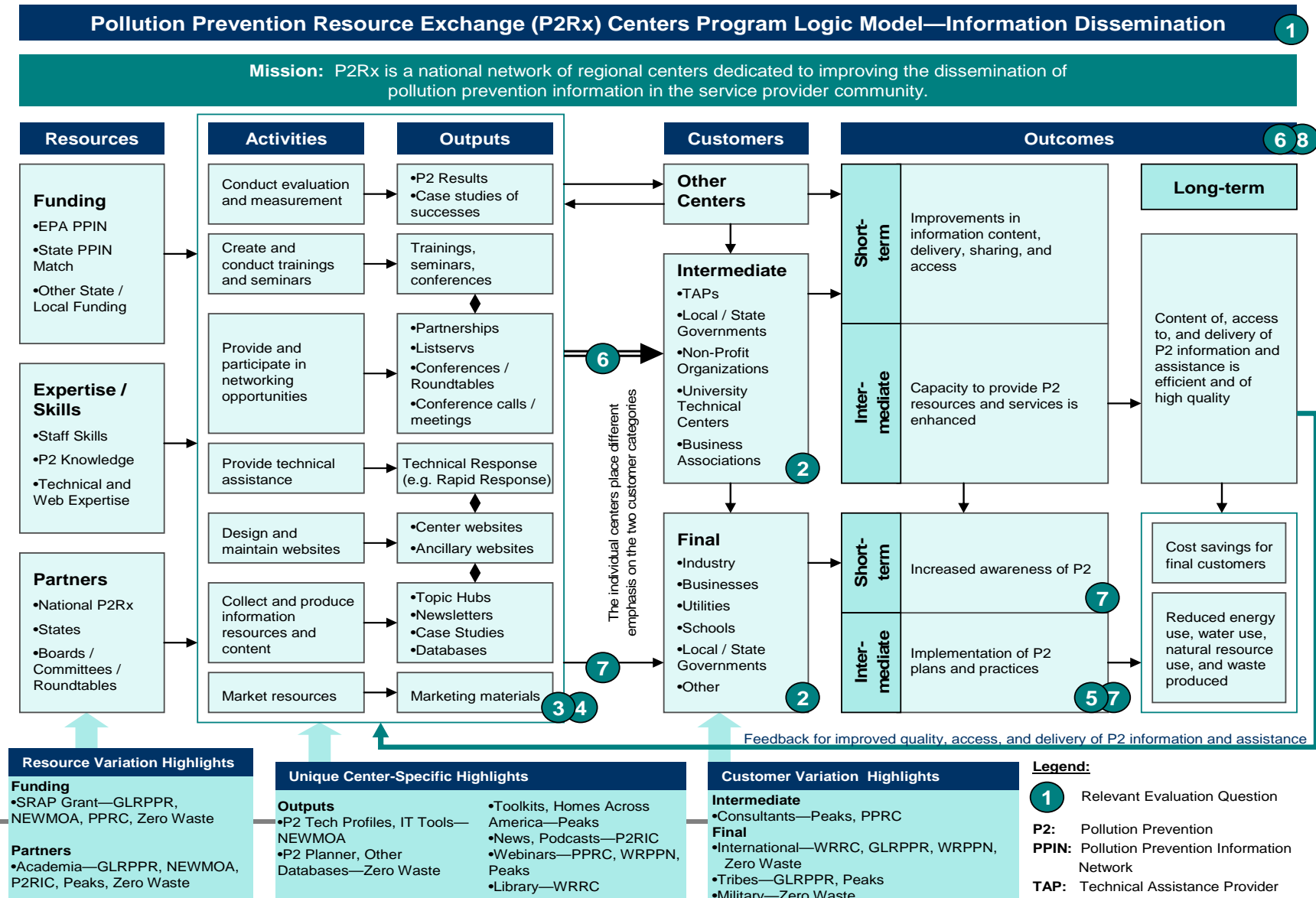
- Using web-based vehicles for promotion of P2Rx products and services (e.g. videos, document sharing, web 2.0 products, etc.)
- When paper products are needed (i.e. direct mail pieces), suppliers that also have a source reduction focus would be preferable

### *P2Rx's Regional Centers and Marketing (Centers' Connectivity)*

All regional centers should follow P2Rx's lead and implement marketing efforts that complement P2Rx's strategy. This will improve P2Rx's identity with its centers and will foster a more cohesive unit (P2Rx) with many parts (regional centers). Marketing efforts can be viewed as branding opportunities for P2Rx and its regional centers.

## APPENDIX

### 1. P2Rx Centers Program Logic Model – Information Dissemination



2. Flowchart (Relationship between P2Rx Strategy & P2Rx Marketing Strategy)

