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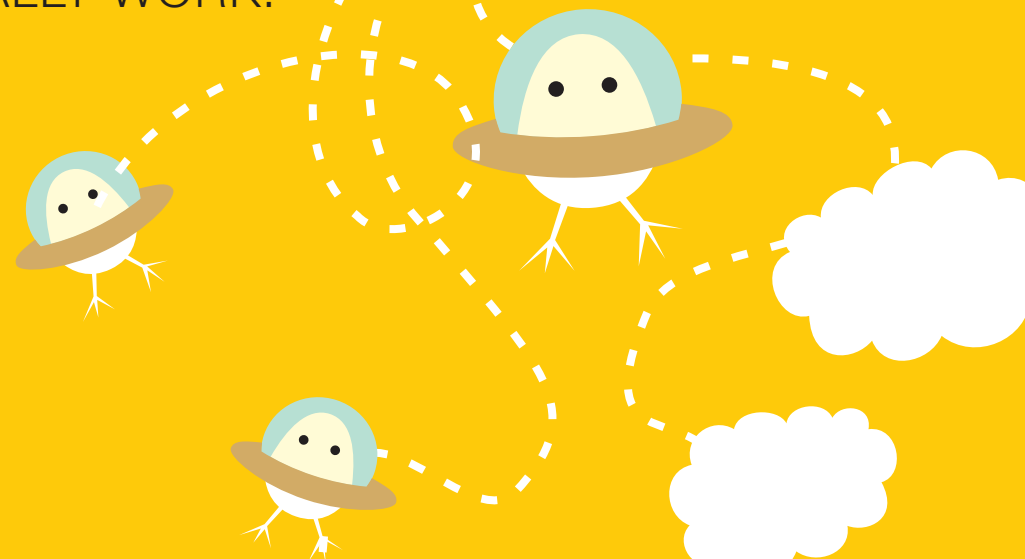
Kay Grieves
Library Quality & Marketing Manager
University of Sunderland



“how do you like your
eggs in the morning?”

THE 7 STEP MARKETING TOOLKIT

A SIMPLE SEVEN STEP TOOLKIT FOR CREATING
STRATEGIC MARKETING PLANS THAT REALLY WORK!





FORWARD

The Strategic Marketing Toolkit puts your customers at the centre of service planning, delivery and promotion. Its 7 easy steps will help you to create marketing plans that clarify distinct service offers, target key customer groups and communicate the benefits of your services effectively.

Originally developed by University Library Services at the University of Sunderland, the toolkit has now been employed for various purposes at Sunderland and beyond, and has proved to be both highly accessible and transferable.

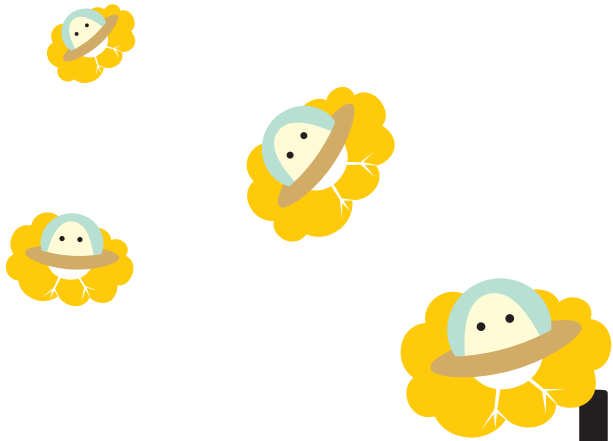
The aim of today's workshop is to share with you the concept of the toolkit and its core techniques, so that you can translate it for your own needs - ensuring that your customers fully engage with your services and that you are able to demonstrate the real difference you are making to them.

Kay Grieves
Quality & Marketing Manager
University of Sunderland



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INTRODUCTION



INTRODUCTION

What strategic marketing is not...

The terms 'marketing' and 'promotion' seem to have become rather confused in our profession. When libraries talk about 'marketing' a new service what they are often referring to is 'promoting' it. Promotion is one aspect of marketing, but it is at the end rather than the beginning of the process.

Inward looking and product based

When 'promoting' services, libraries often fall into the trap of starting with the features of a new product or service and trying to sell them to their customers. Strategic marketing turns this process around by starting with our customers and planning how their needs and preferences can be met by services we offer or can develop.

One size fits all

Due to the sheer range of our customers and inevitable time pressures we often try to sell our services in the same way to all customers, students or staff. Marketing shows us that we need to personalise our messages and target them to be truly effective.

What Strategic Marketing is...

Strategic marketing is all about ensuring that we plan and design our services to meet and, at best, exceed our customers' needs. It is a defined planning process which, by putting the customer at the centre of all that we do, enables us to decide which customers to target, helps us to define the correct service offer to make to those customers and ultimately ensures that our customers choose our services and engage with them rather than those of our competitors. This is achieved by clearly and effectively planning

communications to those customers so that they fully understand the difference our services can make and the benefits we have to offer to them as individuals.

Creating your own marketing plans will help you to achieve this within the framework of your own strategic service objectives.

Strategic marketing can, therefore, be defined as:

'A dialogue over time with a specific group of customers whose needs you understand in depth, and for whom you develop a specific offer with an advantage over the offers of your competitors' McDonald

'The achievement of corporate goals through meeting and exceeding customer needs and expectations better than the competition' Jobber

'It is a management process for understanding markets, for quantifying the value required by the different customer groups in these markets, for communicating this to everyone in the organisation and measuring the effectiveness of the actual value delivered' McDonald

In other words:

'Finding out what the customer needs ... and giving them it' McDonald

Translating marketing into the service sector

Often strategic marketing is seen to be the preserve of the commercial world. The principles can be easily translated into the service sector although some terms may need a little translation:

Customers

Most libraries would now accept the concept of 'customers' although to some extent our customers (staff/students/partners) are different from commercial



INTRODUCTION

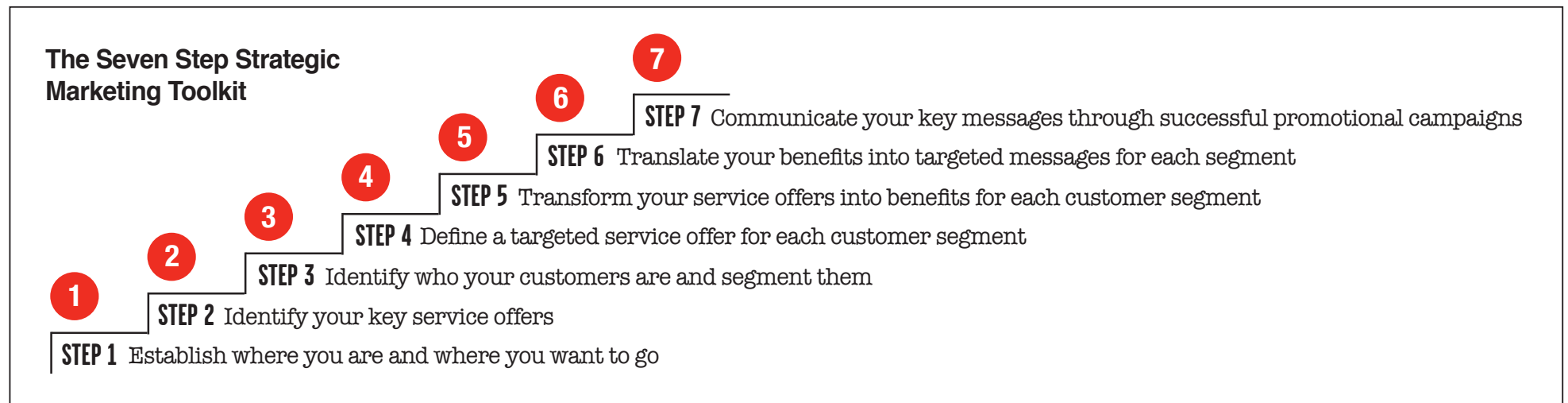
customers in that they are in some way 'tied' to the University. However, they still have a choice as to how effectively they engage with our services.

Competition

In a service world this could be another service provider e.g. Google or indeed could be the lure of making no effort at all to engage with our services and doing nothing.

Price

In a service environment, price can be defined as what customers need to give up in order to engage with our services e.g. money, time, effort, or the attainment of new skills.





**IDENTIFY YOUR
STRATEGIC
DIRECTION**





STEP 1: IDENTIFY YOUR STRATEGIC DIRECTION

Step 1: Establish where you are and where you want to go

A good marketing plan starts by looking at your own overall strategic direction and the environment you operate within. Beginning with your overall strategies will help you focus on what your organisation is all about, what your key objectives are and how you are going to achieve them. It will also ensure that your marketing strategy and your overall service strategy work together e.g. If your library's vision is to provide equitable services to students no matter where they are based – this needs to be reflected in your marketing plan.

ACTION 1: Identify your strategic directions and priorities

- Who are you?

- What are you here for?

- What is your mission statement?

- What are your current strategic aims/priorities?

- Where do you fit into your institution's academic strategy?

- If you are planning a specific service launch or initiative, what are your aims?



STEP 1: IDENTIFY YOUR STRATEGIC DIRECTION

ACTION 2: Think about the current climate you are working in. Identify influencing factors external to your team / service

- Within your University

- Nationally

- HE sector

- Emerging technologies etc.

Hint: you may find a PEST analysis (Political, Economic, Social, Technological) useful here.

Recap

By the end of Step 1 you will have a clear picture of your overall strategic direction, where you are now and what you are hoping to achieve.



SWOT YOUR SERVICE OFFERS





STEP 2: S.W.O.T. YOUR SERVICE OFFERS

Step 1: Identify your key service offer(s)

Now that you know where you are heading strategically, you need to clarify what your service offer is. Brainstorming and writing down all of the key services/products you deliver will help you to achieve this.

ACTION 3: List your key service offers

- List what your key service offers are today

- Think about what you want to be able to offer in the future

Remember: depending upon your purpose this could be the service offer/s of the library as a whole or a particular team, project or initiative.



STEP 2: S.W.O.T. YOUR SERVICE OFFERS

ACTION 4: Apply SWOT Analysis

Now that you know where you are heading strategically, you need to clarify what your service offer is. Brainstorming and writing down all of the key services/products you deliver will help you to achieve this.

Hint: a SWOT analysis may help you identify which services to continue delivering in the same way, which to change and which you may need to stop.

- Strengths

- Weaknesses

- Opportunities

- Threats



STEP 2: S.W.O.T. YOUR SERVICE OFFERS

Recap

By the end of Step 1 you will have a clear picture of your overall strategic direction and what you are hoping to achieve.

By the end of Step 2 you will have a clear picture of what your overall service offers are, where your particular strengths and opportunities lie and also where weaknesses and threats exist which may need to be addressed. It may be that the SWOT analysis helps to show where you should continue to deliver services in the same way, where you have the opportunity to develop services further and perhaps which services are no longer relevant and may need to be stopped.



PROFILE YOUR CUSTOMERS INTO SEGMENTS





STEP 3: PROFILE YOUR CUSTOMERS INTO SEGMENTS

Step 3:

Identify who your customers are and segment them

Who are your customers?

You now know what you have to offer. The next question is - who are you designing that offer for?

To define a service offer that meets our customers' needs and has real benefit to them, we need to fully understand who our customers are and what they want - their characteristics, needs, motivations, preferences and behaviours. Identifying your customers and their needs is a vital step in creating your marketing plan.

In order to achieve this intelligence, organisations often undertake market research (e.g. polls, surveys, focus groups, customer feedback, demographics, social norms etc.) to find out what the characteristics of their individual customers are.

Depending upon your purpose this may be necessary for you but we often already know a lot more about our customers than we first think.

Customer segmentation

We are all different – with our own needs, preferences, circumstances and motivations. We all have a different price we are willing to pay and want services to be right for us as individuals. For this reason it is clear that a 'one size fits all' approach to service delivery and promotion is not effective.

Hint: you only have to think about the kind of holiday you prefer compared to friends and colleagues to see how true this is – All inclusive? Far flung? City

break? Activity? Adventure? Culture? Relaxation?

Because a 'one –size fits all' approach is not effective and because it is not possible to deliver bespoke products/services for each individual customer, companies and organisations, gather customers with similar characteristics, needs, motivations and personalities into target groups or segments. In marketing terms this is known as Customer Segmentation.

Customer segmentation can be defined as:

'The identification of individuals with similar characteristics and wants' Jobber

'Division of a diverse market into smaller distinct sub-markets or customer groups ... to implement the marketing concept successfully and satisfy customer needs, different services and product offerings must be made to the diverse customer groups' Jobber

'Any useful segmentation scheme will be based around the needs of the customers' Jobber

Which criteria do you use for segmentation?

Which criteria you use and how narrowly you segment will depend upon your purpose. You could use:

- Demographics (age, background, profession, gender, location, programme of study etc.)
- Motivation / Need (pass assignment, improve marks, make life easier, save time, save a journey, help with study overload, stop last minute panic, no time for detail, need hand holding)
- Price (what they will be expected/prepared to give up e.g. time, effort, the attainment of new skills, doing something new, stepping outside of comfort zone)



STEP 3: PROFILE YOUR CUSTOMERS INTO SEGMENTS

- Level of experience (new, need a refresher, engaged, not engaged, technophobe etc.)
- Buying habits (first time buyer, loyal customer, seasonal customer, grab and dash)

Hint: initially libraries usually segment customers into customer types e.g. Student, Researcher, Academic Staff etc. but remember that you can define as many segment subsets as you need, segmented by whichever criteria are most useful for your specific strategic aims.

- Students by mode of study: PT/FT/ Distance/evening only
- Students by location: on campus/overseas/ work place/in college/work from home
- Students by motivation: least effort possible/ short of time/studying for pleasure/struggling students
- Students by personality: party freshers/exam worriers/ keen swots/success driven

ACTION 5: Segment your customers

Think about how to most usefully segment your current or potential customers – staff, students, levels of study, age, demographics, motivations, lifestyle etc.

Hint: if you identify a large number of customer segments you may need to make decisions about the most 'profitable' ones to concentrate on. Often the most promising segments are your existing customers. If you are targeting new customers, you need to be sure that you will be able to reach them.

- Identify and list your key segments



STEP 3: PROFILE YOUR CUSTOMERS INTO SEGMENTS

Building up a profile of each customer segment

Marketing experts take each segment and build up a detailed profile of each one. They name them and define their characteristics in detail so that everyone involved knows exactly who they are. Once each segment is fully defined and everyone understands what they need and what motivates them, it is possible to shape, design and group service offers that will fulfil each segments' needs and make a real difference to them.

ACTION 6: Profiling your customer segments

- Build up a clear profile for each of your chosen segments, give them a name and describe their defining characteristics, needs, motivations and any specific obstacles to engagement they may have.



STEP 3: PROFILE YOUR CUSTOMERS INTO SEGMENTS

- Carry out a SWOT analysis for each of your segments. This will help you to define the areas of strength and opportunity that a segment offers in terms of successful engagement with your services and will also help you to be aware of potential threats or weaknesses that could affect engagement if not addressed, or which you may be able to turn into a positive.

Recap

By the end of Step 1 you will have a clear picture of your overall strategic direction and what you are hoping to achieve.

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By the end of Step 3 you will have:

- segmented your customers
- built up a profile of your key customer segments
- named them
- described their needs and characteristics
- carried out a SWOT analysis for each segment



**MATCH YOUR
OFFERS TO YOUR
SEGMENTS**





STEP 4: MATCH YOUR OFFERS TO YOUR SEGMENTS

Step 4:

The Marketing Mix and the 4 P's

You now have a detailed profile of your customer segments and of the strategic services you have to offer. Now you need to make sure that you are offering the right mix of services to meet the needs of each of your segments and that you are doing so in the most effective way – at the right price and in a way that is better than the competition.

The Marketing Mix and the 4 P's

Identifying the right mix of services to meet the needs of a specific customer segment is known as developing the marketing mix. While doing this you may find the concept of the 4 Ps helpful.

4 Ps

Product
(i.e. our service offer) What is it?
What does it look like?
How does it work?

Price What do I have to give up to get it?

Place Where/when can I have it?

ACTION 7: Create a service offer for each segment

Take each customer segment and identify a 'mix of services' for each one using the 4 Ps principle. Think about the following elements of your service offer:

see table overleaf

- Name your segment?
- What is their need / motivation?
- Product -what service can you offer to meet that need? Do you already have it or do you need to develop it?
- Price – what price do they have to pay to use the service?
- Place – where and when do they want to use the service?
- What is your competition?



STEP 4: MATCH YOUR OFFERS TO YOUR SEGMENTS

Which segment?				
What is their need / motivation?				
What can we give them? Product				
When do they want it?				
Where do they want it?				
What price do they have to pay?				
What is the competition?				



STEP 4: MATCH YOUR OFFERS TO YOUR SEGMENTS

Recap

By the end of Step 1 you should have a clear picture of your overall strategic direction and what you are hoping to achieve.

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By the end of Step 3 you should have:

- segmented your customers
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- named them
- described their needs and characteristics
- carried out a SWOT analysis for each segment

By the end of Step 4 you will have taken each customer segment and created a mix of service offers to meet their needs and characteristics. Using the 4 Ps principles you will have identified a range of services relevant to each segment, identified where they are available, the price your customers have to pay for them and where your competition lies.



**TRANSFORM YOUR
OFFERS INTO
BENEFITS**





STEP 5: TRANSFORM YOUR OFFERS INTO BENEFITS

Step 5: Transform your service offers into benefits for each customer segment

Sell the benefits not the features

Having defined a service offer for each of your customer segments you now need to find a way to ensure that those customers understand exactly what that service offer can do for them. You ultimately need to inspire them to pay the necessary price to engage with your services rather than being tempted by your competition.

As said earlier, we often fall into the trap of being product/service led rather than customer led – in other words trying to sell the features of a product or service rather than the difference or benefit it will bring to that particular customer based on the in depth knowledge we have gained of them through profiling them as a segment.

Selling this ‘difference’ ‘value’ or ‘benefit’ to a segment is key to their motivation to pay the price, engage and buy.

In marketing terms a benefit can be defined as:

‘An offer to some entity in which they get more than they give up as perceived by them and in relation to alternatives including doing nothing.’ Perla

‘ A key factor in success is focussing on the little differences that are important to the customer’ Kotler

‘The customer never buys what the supplier sells. What is value to the customer is always something quite different from what is value or quality to the supplier’ Drucker

‘Why? Means the degree to which the customer makes rational and irrational

decisions to buy ... suppose a customer wanted to buy a car. Two concepts may occur to him. One is the utilitarian concept of a car as a means of transport – merely a vehicle for getting from one place to another. The other might be an irrational concept of feeling twenty years younger’ McDonald

Creating value propositions

Making the benefit or difference clear to a customer is called creating a value proposition. To do this you need to match the customers’ identified needs and motivations to the benefit that the product or service can bring, convince them that the price is worth it and that you are a better option than any competition.



STEP 5: TRANSFORM YOUR OFFERS INTO BENEFITS

ACTION 8: Transforming your service offers into value propositions

Take one segment at a time and the relevant service offers you have identified for them. For each service offer or group of service offers, identify one or more benefits relevant to that specific segment.

<ul style="list-style-type: none">• Which segment?	<ul style="list-style-type: none">• Why is the price worth it?
<ul style="list-style-type: none">• What is the product / service?	<ul style="list-style-type: none">• What is the compelling difference between us and the competitor?
<ul style="list-style-type: none">• What difference will it make to them?	<ul style="list-style-type: none">• What is the benefit?

Hint: you could think about:

quality, saving time, make things easier, joining things up, saving a journey, keeping things safe

These key benefits are often referred to as 'unique selling points.'

see table overleaf



STEP 5: TRANSFORM YOUR OFFERS INTO BENEFITS

Which segment?				
What is the product / service?				
What difference will it make to them?				
Why is the price worth it?				
What is the compelling difference between us and the competitor?				
What is the benefit?				

Strategic Marketing Toolkit: Kay Grieves 2010 / Appendix 2



STEP 5: TRANSFORM YOUR OFFERS INTO BENEFITS

Recap

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By the end of Step 3 you will have:

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By the end of Step 5 you will have identified the difference that each service offer will make to each segment, why the price of each service offer is worth it and why it is better than the offers made by the competition. For each segment and service offer you will have identified an overall benefit.



**TRANSLATE YOUR
BENEFITS INTO
MESSAGES**





STEP 6: TRANSLATE YOUR BENEFITS INTO MESSAGES

Step 6:

Translate your benefits into targeted messages for each segment

Now that you are clear about the benefits your service offers can bring to your chosen segments and the difference they can make, it is time to let your customers know too by developing targeted messages to convey this information to them in the most effective way.

Steps 6 & 7 of your marketing plan therefore refer to the promotion of your service offer (think back to the 4 Ps on page 17).

Your messages need to be tailored to the personality, motivation and needs of each specific segment. They need to communicate the unique selling points you have identified in step 5 i.e.

- the difference your services will make to each segment
- why the price they have to pay is worth it
- why you can make a greater difference to them than the competition.

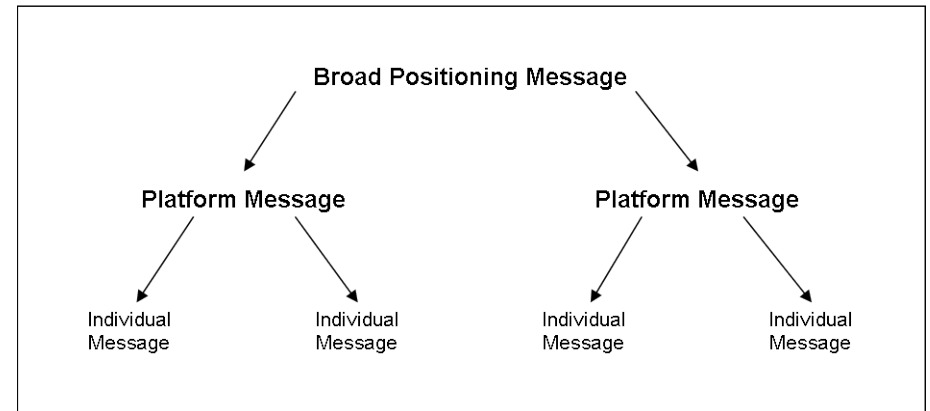
Keep it personal

As with the rest of the marketing process the more you focus on the customer rather than the service or product, the more successful you will be e.g. 'Banish sleepless nights over your IT problems' rather than 'IT Helpline available to all students'

Types of message

Broad positioning message

This is a message that encapsulates your library's overall mission, vision and strategy. Identifying this will help make sure your other messages are relevant and in keeping with your 'big picture' e.g. 'Your library - on campus, online 24/7'



Platform messages

Sit beneath the broad positioning message. They focus on overarching themes around which you can cluster several individual messages for your segment e.g. to promote enquiry services to off campus learners: 'Need help? No matter when, no matter where, we'll show you how.'



STEP 6: TRANSLATE YOUR BENEFITS INTO MESSAGES

Individual messages

Sit beneath each platform message. These are the individual messages you want your customers to hear regarding the benefits they will receive from specific products or services. Taking the same example of enquiry services for off campus learners this could be: 'Need an answer in an instant- chat online today' etc.

The AIDA principle

Marketing experts often apply the AIDA principle to ensure that messages are effective. Using this principle, each message should incorporate an element of each of the following:

- | | | |
|----------|------------------|--|
| A | Attention | Make me actually notice the poster/online post/ email amongst all the others. |
| I | Interest | Spark enough interest to make me read/listen further and engage my mind to think what this could do for me. |
| D | Desire | Provide an incentive or something that makes me want the benefits you are offering rather than those of a competitor. |
| A | Action | Motivate me enough to pay the price/ take the time/effort to actually take up your service rather than that provided by another. |

Hint: the key to success is to keep the customer at the centre and to keep the messages personal.

ACTION 9: Define your messages using the AIDA principle

Have a go at creating:

- Your broad positioning message
- One or more platform messages for a chosen segment
- A series of individual messages for a chosen segment

For each message ensure that you evoke Attention, Interest, Desire, Action



STEP 6: TRANSLATE YOUR BENEFITS INTO MESSAGES

Recap

By the end of Step 1 you will have a clear picture of your overall strategic direction and what you are hoping to achieve.

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By the end of Step 5 you will have identified the difference that each service offer will make to each segment, why the price of each service offer is worth it and why it is better than the offers made by the competition. For each segment and service offer you will have identified an overall benefit.

By the end of Step 6 you will have translated your identified benefits into messages targeted to each segment by employing the AIDA technique.



**PLAN
YOUR
CAMPAIGN**





STEP 7: PLAN YOUR CAMPAIGN

Step 7: Communicate your key messages with successful campaigns

Now that you have defined your service offers for your key customer segments, the benefits they will bring and your key messages– it is time to communicate them through a campaign. The overall purpose of your campaign should be to encourage take up and best use of your services, to ensure that your customers understand the benefit these services can make to them and are able to articulate this positive ‘difference.’

Some useful things to remember whilst designing your campaigns are:

Team ownership & responsibility

Ownership of your key messages by your library team is essential. Staff need to consistently support and deliver your service offers and key benefit messages.

Include staff in planning your campaigns and encourage them to contextualise and exemplify your key messages for their own specific audiences.

Front-line staff are vital in reinforcing and ‘living-out’ your messages.

Developing customer relationships, nurturing conversations and capturing impact

When designing campaigns think about how you can involve your customers. This can help you to further build positive customer relationships. A valuable way of achieving this is through the nurturing of customer conversations.

Open honest conversations can help you to:

- Enhance customer relationships by demonstrating a commitment to responsive feedback and how customer ideas can develop services further
- Capture impact evidence and share the benefits you are bringing

Encouraging customer advocacy

By clearly defining your benefit messages and opening up customer conversations you will be encouraging powerful customer advocacy.

You will help customers to articulate the benefits you bring to them and the difference you make so that they in turn can articulate these messages to you, to each other and to your key stakeholders.

Benefits communicated by your customers will be far more powerful than those communicated by your service itself.

Timing and touch-points

To be most effective your messages and service promotions need to be ‘pitched’ at the right time.

Try plotting the ‘customer-journey’ for your chosen segments, taking into account key events (eg. Key milestones in the academic year, cultural, local or national events.) Map your messages and promotions onto the most relevant ‘touch-points.’

Consider ‘piggy-backing’ onto other events such as University Faculty events. This will increase relevance for your customers and strengthen your message.

Vehicles and channels

Choose the most relevant vehicles or channels for your segment to communicate your messages.

Social-media is powerful in enabling you to nurture open, honest conversations with your customers which are widely shared; to easily gather feedback and to encourage positive advocacy - thus strengthening your positive benefit-led messages.

A blended approach works well with print and online promotion.

Brand, design and corporate guidelines

The freedom you have to develop your own brand and design work will vary from organisation to organisation.

Be imaginative and think what will work most effectively for your segments.

Adhere to your corporate style-guidelines around fonts and logos but try not to let them stifle your creativity.



STEP 7: PLAN YOUR CAMPAIGN

ACTION 1: Draft a campaign for your chosen segment

- Draft a campaign including ideas for timing, vehicles, staff engagement and impact sharing.



STEP 7: PLAN YOUR CAMPAIGN

Recap

By the end of Step 1 you will have a clear picture of your overall strategic direction and what you are hoping to achieve.

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By the end of Step 3 you should have:

- segmented your customers
- built up a profile for your key customer segment
- named them
- described their needs and characteristics
- carried out a SWOT analysis for each segment.

By the end of Step 4 you will have taken each customer segment and created a mix of service offers to meet their needs and characteristics. Using the 4 Ps principles you will have identified a range of services relevant to each segment, identified where they are available, the price your customers have to pay for them and where your competition lies.

By the end of Step 5 you will have identified the difference that each service offer will make to each segment, why the price of each service offer is worth it and why it is better than the offers made by the competition. For each segment and service offer you will have identified an overall benefit.

By the end of Step 6 you will have translated your identified benefits into messages targeted to each segment by employing the AIDA technique.

By the end of Step 7 you will have designed a successful promotional campaign to:

- effectively communicate the key messages about the benefits of your service offers
- motivate your customers to make the most of your services
- encourage open and honest customer conversations

RECAP OF THE 7 STEP TOOLKIT



Step 1: Identify your strategic direction

By the end of Step 1 you will have a clear picture of your overall strategic direction and what you are hoping to achieve.



Step 2: SWOT your service offers

By the end of Step 2 you will have a clear picture of what your overall service offers are, where your particular strengths and opportunities lie and also where weaknesses and threats exist which may need to be addressed. It may be that the SWOT analysis helps to show where you should continue to deliver services in the same way, where you have the opportunity to develop services further and perhaps which services are no longer relevant and may need to be stopped.



Step 3: Profile your customers into segments

By the end of Step 3 you will have segmented your customers, built up a profile of your key customer segments, named them, described their needs and characteristics and carried out a SWOT analysis of each segment.



Step 4: Match your offers to your segments

By the end of Step 4 you will have taken each customer segment and created a mix of service offers to meet their needs and characteristics. Using the 4 Ps principles you will have identified a range of services relevant to each segment, identified where they are available, the price your customers have to pay for them and where your competition lies.



Step 5: Transform your offers into benefits

By the end of Step 5 you will have identified the difference that each service offer will make to each segment, why the price of each service offer is worth it and why it is better than the offers made by the competition. For each segment and service offer you will have identified an overall benefit.



Step 6: Translate your benefits into messages

By the end of Step 6 you will have translated your identified benefits into messages targeted to each segment by employing the AIDA technique.



Step 7: Plan your campaign

By the end of Step 7 you will have designed a successful promotional campaign to effectively communicate the key messages about the benefits of your service offers; motivate your customers to make the most of your services; encourage open and honest customer conversations.



FURTHER INFORMATION

Suggested Reading

Jobber, D. (2007) Principles and practices of marketing. 5th edn. Maidenhead: McGraw-Hill.

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Workshop: Market Segmentation for the Academic Library. Terry Kendrick. Information Now Ltd. CILIP workshop 2006.

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Contact

We hope that you find this toolkit valuable. If you would like to use it in your own organisation please contact us so that we can offer you guidance on how best to apply it to your own organisational context and how to achieve the best results from it. We would be very interested to hear any feedback you may have.

To let us know what you think or if we can help in any way please contact:

Kay Grieves
The Murray Library
University Library Services
Sunderland
SR1 3SD

Tel: 0191 5153273

email kay.grieves@sunderland.ac.uk

twitter @KayJGrieves

hashtag #7uoseggs

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blog 7steptoolkit.wordpress.com

A simple seven step toolkit for creating strategic marketing plans that really work!

THE 7 STEP MARKETING TOOLKIT

Developed for strategic marketing beginners

“How do you like your eggs in the morning?”

1 IDENTIFY STRATEGIC DIRECTION

1

get a clear picture of your overall strategic direction and what you are hoping to achieve



2 SHOT SERVICE OFFERS

2

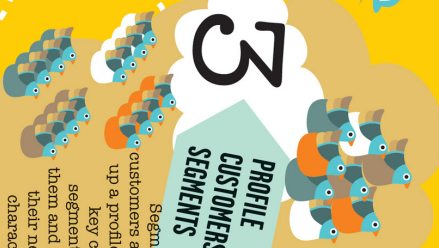
find out where your particular strengths and opportunities lie. Identify any weaknesses and address them!



3 PROFILE CUSTOMERS INTO SEGMENTS

3

Segment your customers and build up a profile of your key customer segments. Name them and describe their needs and characteristics



4 MATCH OFFERS TO SEGMENTS

4

Use the 4 Ps to identify a range of services relevant to each customer segment

PRODUCT • PRICE • PLACE • PROMOTION



5 TRANSFORM OFFERS INTO BENEFITS

5

Identify the difference each offer makes to each segment. Think about price - why the offer is worth it!



6 TRANSLATE BENEFITS INTO MESSAGES

6

Use the AIDA technique to translate your benefits into messages

ATTENTION • INTEREST • DESIRE • ACTION



Success! You have now planned a campaign to effectively communicate benefit messages to customer segments. Your motivated customers will act to take-up your service offers and appreciate what a difference your services make to them.

7 CONVERSATIONAL PLAN CAMPAIGN

