Getting Started with a Strategic Marketing Plan

*Participant Activities*

Rural Health Network Allied Health Training

Program

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# Mission, Vision & Values

## Activity 1

Mission

(What is our purpose; why does our network exist?)

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Vision

(What do we aspire to become?)

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Values

(What common beliefs and values drive what we do?)\*

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\*Values should not necessarily be limited to four, but listing 4-6 is most common

# Environmental Scan and Analysis

## Activity 2

**Levers:** create the list in a brainstorming session with your staff and Board. This is a team effort!

“What are aspects of this project that are helping achieve the shared goals and mission?”



**Blocks:** create the list in a brainstorming session with your staff and Board. This is a team effort!

“What are aspects of this project that are helping achieve the shared goals and mission?”



# Defining the Target Market

## Activity 3

It is critical to understand your target market. Here are some questions to ask yourself. Other ways to collect information on your target market includes surveys and interviews. You want to gauge both their needs and their expectations. Try talking with key individuals who represent your target audience so you can gain important insights.

For the Allied Health Training Program you have three target markets to understand:

|  |  |
| --- | --- |
| **Students enrolling in the courses**   * Why are the students interested in this program? * Where they are currently employed? If not employed what are they doing? Or how are they supporting themselves? * What motivated them to pursue an allied health training program * What type of person likes allied health work? * What does this person wish to achieve? * What are the aspirations of this student? * How much income do they need to meet their financial needs? |  |
| **Preceptor organizations** willing to dedicate resources for hands-on clinical practice   * What does a preceptor gain within their organization of being a trainer? * What is the benefit to the preceptor organization to having students in their organization? * What is the risk or cost to the organization in providing preceptor trainers? * How many students can a preceptor organization handle? |  |
| **Workforce hiring organizations** that will be hiring the graduated and newly certified allied health professionals.   * What does a hiring organization gain from having a certified allied health workforce? * What is the benefit to the organization? * What is the cost? * How does the community view the organization in hiring out of this program? * How does the current workforce perceive the value of having allied health professionals on staff? |  |

# Competitive Analysis

## Activity 4

Identify competitors by asking yourself: Who provides benefits similar to ours? OR “What issues or situations distract students from participating in our training program?

**Competitive Analysis Matrix:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Competitor | **Services Offered** | **Strengths** | **Weaknesses** | **Marketing Activities** | **Overall Assessment\*** |
|  |  |  |  |  |  |
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|  |  |  |  |  |  |

*\*Competitor Overall Assessment*:Insights about your target market you gain or practices you can learn from.

**Note**: Even if you are unable to make a complete list of a particular competitor’s strengths and weaknesses, or a complete list of that competitor’s marketing activities—give it your best guess and come as close as you can. Use as resources competitor’s website, press releases, and your own staff’s knowledge of marketing activities that competitors engage.

# Competitive Advantage

## Activity 5

(Articulating what sets us apart)

The Competitive Advantage is about what we can do that others can’t, or what we can do that others can’t do as well as we can! Brainstorm with your staff about what really makes you stand out—and make sure what you come up with is substantiated



**Value Proposition**

(Articulating what value we provide)

The Value Proposition is the kind of value we promise to provide our customers and partners and also what they expect from us. Brainstorm with your staff, considering the services you offer, what they do for your students and partners, and use that to articulate the Value Proposition.

What is the value of this project to our Students?

What is the value of this project to our Preceptor organizations?

What is the value of this project to our Workforce Hiring organizations?

# Scan of Prior and Current Promotion Activities

## Activity 6

**Process**:

1. Brainstorm and list historical and/or current promotion activities going back to the beginning of the project, such as: events the network organized or participated in, articles in the press, advertising (any medium), social media, presentations to civic clubs or other organizations
2. Identify the targeted audience, location, message, frequency, goal and cost
3. Rank your perception of effectiveness for each one. Make note of any data that supports your ranking.

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity Description** |  |  |  |
| Start/End Dates |  |  |  |
| Audience |  |  |  |
| Location |  |  |  |
| Message |  |  |  |
| Frequency |  |  |  |
| Goal |  |  |  |
| Cost |  |  |  |
| Effectiveness |  |  |  |