

The Marketing Mix

By Ben Delaney © 2007

In which we become the DJ of our own exciting MarCom hit parade.

Today must be the best day ever to be a marketer. And tomorrow will be even better. Why? Because at no time in history have there been as many tools at our disposal, so many ways to reach our audiences, and so many ways to measure our effectiveness.

The key to successful marketing is using the appropriate medium to reach your audience. All the buzz these days is about using the internet for marketing. Apparently no one ever recommended a product or service before the internet enabled that process! If you believe the hype, no one communicated before email, and the only advertising that matters are banners on web pages and text ads on Google. But I've been around awhile, so let me assure you that old-fashioned technologies – paper, face-to-face communications, and the postal system are still fine ways to get your message to people. And when you combine modern electronic communications with those older, proven technologies, you can build strong and effective campaigns that meet your objectives and fit in your budget. That combination of tools and techniques is called your Marketing Mix.

For those of us working in nonprofit MarCom, it is essential not to waste any of our typically too-small marketing budgets. I take pride in getting the most from every MarCom dollar by creating an effective marketing mix for every project. Sometimes you need print advertising, and sometimes you augment it with on-line ads. Usually you email press releases to journalists, but sometimes you need the in-hand impact of the printed sheet to cut through the noise and make an impression. In this age of constant email, I have found that an old-fashioned brochure in the mail can really get people's attention. But adding some well-placed advertising, and perhaps a press release announcing the event or program you are soliciting support for, can create a powerful marketing mix that gets better results.

Working in nonprofit MarCom, I have found that there are a few constraints that one seldom deals with in the business world. In high-tech marketing, it is hard to be too brash, to make a sales pitch that is too strong, or to be too flashy. In the social service world, people expect you to be a bit more modest, to not conspicuously spend money on marketing, and to be less blatantly competitive. Cultural issues also abound, with people's feeling to be considered. And of course, one must not upset the big donors. How you construct your message and what tools comprise your marketing mix are dependent on being sensitive to these issues, as well as to getting the response you need.

I'm going to list the most common tools available to the NP MarCom team, give you some examples of what they are good for, evaluate their strengths and weaknesses, talk about their cost versus other methods, and give you some ideas about measuring effectiveness. Remember that in many, if not most cases, you will be combining several of these tools to achieve the best result. Also, keep in mind that few organizations use all of these tools – it's important to determine which ones best meet your objectives and fit your budget. This list is by no means exhaustive, and the best MarCom minds are always thinking up new ways to communicate. So take this list as a starting point, and let your imagination run free as you create your own marketing mix.

The Marketing Mix Checklist

MarCom Tool	Good For	Pros & Cons	Relative Cost	Impact	ROI Metrics
Advertising					
Print	Branding Selling products or services Positioning vs. competitors Event marketing Backup to direct response	Requires long-term investment Easy to access Possible to choose placement Staying power Long lead time Planning is key to effectiveness (being in the right place)	High: creative plus placement Testing can be very expensive Extra cost for premium placement Long-term contracts reduce cost per ad	Mind share Product sales Awareness of other media	Phone calls Website visits Email inquiries Downloads Product sales Tradeshow attendance Mindshare metrics
Web/SEM	Branding Selling products or services Positioning vs. competitors Event marketing Backup to direct response Reaching previously unknown people	Easy to access Perishable – leave the site and the ad is gone Hard to choose environment Short lead time: easy to change quickly Planning is key to effectiveness (being in the right place)	Possibly lower cost for creative (tan print) Pay per click (PPC) reduces costs Generally lower CPM (Cost Per Thousand impressions) Testing is inexpensive	Instant response possible Mind share Product sales Awareness of other media Can be seen anytime, anywhere	Website visits Email inquiries Downloads Phone calls Product sales Tradeshow attendance Mindshare metrics Buzz

Radio/TV	<p>Branding</p> <p>Selling products or services</p> <p>Connection to popular programs or causes</p> <p>Positioning vs. competitors</p> <p>Event marketing</p> <p>Backup to direct response</p>	<p>Easy to access</p> <p>Perishable – leave the channel and the ad is gone</p> <p>Makes advertiser look successful (if creative is good)</p> <p>Can place ads in programs that relate to and reinforce your message</p> <p>Short lead time: easy to change quickly</p> <p>Planning is key to effectiveness (being in the right place)</p>	<p>Most expensive: creative and placement</p> <p>Testing is expensive</p>	<p>Can reach large audiences</p> <p>Repetition is good</p> <p>Instant response possible</p> <p>Mind share</p> <p>Product sales</p> <p>Awareness of other media</p>	<p>Ratings supplied by third parties</p> <p>Phone calls</p> <p>Website visits</p> <p>Downloads</p> <p>Email inquiries</p> <p>Product sales</p> <p>Tradeshow attendance</p> <p>Mindshare metrics</p>
Handouts	<p>Branding</p> <p>Getting attention</p> <p>Samples</p> <p>Opening conversation at shows</p>	<p>Long lead time</p> <p>Hard to test</p> <p>Often discarded quickly</p> <p>Must be relevant</p> <p>May be seen as tacky</p> <p>Can create a lasting impression (good or bad)</p>	<p>Moderate, depending on items</p> <p>Usually one of the lowest priorities in my budgets</p>	<p>Usually modest</p> <p>Easy to make a bad impression on many fronts</p>	<p>Very difficult to measure</p>

<p>Promotion</p> <p>Conferences, Conventions, and Trade Shows</p>	<p>Branding</p> <p>Opening new territories</p> <p>New product introduction</p> <p>Distributing samples</p> <p>Opportunity to meet customers face to face</p> <p>Surveys</p> <p>Selling products or services</p> <p>Positioning vs. competitors</p> <p>Competitive intelligence</p>	<p>Long lead time</p> <p>Good planning is essential: strategy, staff training, booth design, handouts, follow up</p> <p>Meet a lot of people in short time</p> <p>Can coincide with other meetings and visits</p>	<p>Can be very expensive: booth design, literature, handouts, travel costs</p>	<p>Can reach large audiences</p> <p>Deals made at shows</p> <p>Instant response possible</p> <p>Mind share</p> <p>Product sales</p> <p>Comparison to competitors</p>	<p>Leads collected</p> <p>Sales made</p> <p>Meetings scheduled</p> <p>Website visits</p> <p>Handouts distributed</p> <p>Sales</p> <p>Competitive knowledge gained</p> <p>Met with right people</p> <p>Deals made</p> <p>Verbal and other feedback</p>
<p>Sponsored Events</p>	<p>Branding</p> <p>Opening new territories</p> <p>New product introduction</p> <p>Opportunity to meet customers face to face</p> <p>News creation</p> <p>Recognition of customers and donors</p>	<p>Long lead time</p> <p>Good planning is essential: strategy, staff training, venue, catering, decorating, event design, handouts, follow up</p> <p>Meet a lot of people in short time</p> <p>Can be very strong for PR and branding</p>	<p>Moderate to very expensive</p> <p>May be offset by money raised</p>	<p>Good vibes – everyone loves a party</p> <p>Can attract donors</p> <p>Can create loyalty, especially among award winners</p> <p>Increases interest</p> <p>Reinforces messaging</p> <p>May create synergies among those who</p>	<p>Donations</p> <p>Press coverage</p> <p>The right people attended</p> <p>Verbal and other feedback</p> <p>Website visits</p> <p>Email inquiries</p> <p>Phone calls</p>

	Raising money Reaching policymakers	If poorly run, can be PR disaster		meet at event Gets message to right people	Mindshare metrics Policy influenced Mentions by policymakers
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<p>Public Relations</p> <p>Media Kit</p>	<p>Branding</p> <p>Raising awareness among media</p> <p>Providing long-form info</p> <p>Establishing expertise</p>	<p>Essential part of every media mix</p> <p>Important for journalists</p> <p>Can be used with donors</p> <p>Must be high-quality and highly relevant to get attention</p> <p>Electronic media kits very popular, allow inclusion of audio and video</p>	<p>Low</p>	<p>Deferred: helps journalists know you program, mission, people</p> <p>Increases interest</p> <p>Reinforces messaging</p> <p>Gets message to right people</p> <p>Increased use of your facts, materials, knowledge</p>	<p>Media contacts</p> <p>Requests for more info</p> <p>Requests for comments</p> <p>Website visits</p> <p>Attendance at press conferences</p> <p>Media mentions</p> <p>Downloads</p>
<p>Press Release</p>	<p>Branding</p> <p>Event marketing</p> <p>Connecting to outside events</p> <p>Maintaining awareness</p> <p>Opening new territories</p> <p>New product introduction</p> <p>Staff announcements</p> <p>Creating news</p> <p>Supporting</p>	<p>Best way to get free publicity</p> <p>News reports have high credibility</p> <p>Can establish expertise</p> <p>Important backup to other efforts</p> <p>If overdone, can be negative</p> <p>Making a big deal out of nothing is seen negatively</p>	<p>Low</p>	<p>Increased event attendance</p> <p>Improved morale</p> <p>Perception of expertise</p> <p>Awareness of organization, program, mission, good deeds, etc.</p> <p>Increased donations</p>	<p>Value of print space</p> <p>Number of mentions</p> <p>Follow up by media</p> <p>Phone calls</p> <p>Website visits</p> <p>Email inquiries</p> <p>Product sales</p> <p>Event attendance</p> <p>Tradeshow attendance</p> <p>Mindshare metrics</p>

	<p>advertising</p> <p>Establishing expertise</p> <p>Strengthening relationships</p> <p>Recognition</p>				
News Conferences and Briefings	<p>Branding</p> <p>Media mindshare</p> <p>Connecting to outside events</p> <p>Exposure of top people</p> <p>Opening new territories</p> <p>New product introduction</p> <p>Hearing media questions</p> <p>Supporting advertising</p> <p>Establishing expertise</p> <p>Strengthening relationships</p> <p>Recognizing achievements</p> <p>Reaching policymakers</p>	<p>Can provide much more info than a release alone</p> <p>Opportunity to get materials in hands of journalists</p> <p>If poorly attended, can look bad</p> <p>Timing can be difficult</p> <p>An unexpected big story can divert interest</p> <p>Establishing media relationships</p> <p>Face-to-face meeting with journalists</p>	<p>Moderate, depending on venue, refreshments, materials, AV requirements, travel, etc.</p>	<p>Increased news coverage</p> <p>Perception of expertise</p> <p>Awareness of organization, people, program, mission, good deeds, etc.</p> <p>Relationships with journalists</p> <p>Policy influence</p> <p>Improved morale</p>	<p>Attendance</p> <p>Value of printed space</p> <p>Number of mentions</p> <p>Follow up by media</p> <p>Phone calls</p> <p>Website visits</p> <p>Email inquiries</p> <p>Product sales</p> <p>Tradeshow attendance</p> <p>Mindshare metrics</p> <p>Requests for more info</p> <p>Requests for comments</p> <p>Downloads</p>

Awards	<p>Recognizing achievements and contributions</p> <p>Reason for a party</p> <p>Reason for press release</p> <p>Exposure of top people</p> <p>Branding</p> <p>Opening new territories</p> <p>Establishing expertise</p> <p>Strengthening relationships</p> <p>Reaching policymakers</p>	<p>Creates lots of good will</p> <p>Award selection process must be transparent and fair</p> <p>Provides great PR opportunities</p> <p>Creates allies</p> <p>Can create animosities if not handles well.</p>	Moderate, but awards can be expensive	<p>Increased news coverage</p> <p>Perception of expertise</p> <p>Increased awareness of organization, people, program, mission, good deeds, etc.</p> <p>Policy influence</p> <p>Improved morale</p> <p>Strong allies</p>	<p>Strengthened relationships</p> <p>Increased event attendance</p> <p>Donations</p> <p>Verbal and other feedback</p> <p>Website visits</p> <p>Email inquiries</p> <p>Phone calls</p> <p>Mindshare metrics</p> <p>Policy influenced</p> <p>Mentions by policymakers</p>
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<p>Publications</p> <p>Annual Report</p>	<p>Branding</p> <p>Meeting regulatory requirements</p> <p>Program promotion</p> <p>Establishing expertise</p> <p>Strengthening relationships</p> <p>Recognizing achievements</p> <p>Reaching policymakers</p> <p>Impressing donors</p> <p>Introduction to organization</p>	<p>Often perceived as boring</p> <p>Can take a lot of time</p> <p>Must balance impact and flashiness</p>	<p>Varies widely</p> <p>Staff time commitment can be great</p>	<p>Perception of expertise</p> <p>Awareness of organization, people, program, mission, good deeds, etc.</p> <p>Policy influence</p> <p>Improved morale</p> <p>Awareness among donors</p>	<p>Strengthened relationships</p> <p>Donations</p> <p>Verbal and other feedback</p> <p>Website visits</p> <p>Email inquiries</p> <p>Phone calls</p> <p>Mindshare metrics</p> <p>Mentions by policymakers</p>
<p>Books and reports</p>	<p>Branding</p> <p>Program promotion</p> <p>Establishing expertise</p> <p>Reaching policymakers</p> <p>Providing research results</p> <p>Impressing donors</p> <p>Introduction to organization</p>	<p>Excellent way to provide detailed information</p> <p>Good way to publish research</p> <p>Fewer people are readers</p> <p>Difficult to update</p> <p>Long lead time</p>	<p>High</p> <p>Publishing can be expensive.</p> <p>Shipping paper is expensive</p> <p>Staff commitment is great</p>	<p>Reaches academics</p> <p>Place in libraries</p> <p>Shows expertise</p> <p>Influences other experts</p> <p>Long lasting reference</p> <p>Increased donations</p> <p>Income from book sales</p>	<p>Sales of book</p> <p>Reviews</p> <p>Amazon ranking</p> <p>Donations</p> <p>Verbal and other feedback</p> <p>Website visits</p> <p>Email inquiries</p> <p>Phone calls</p>

	Publishing long-form information				<ul style="list-style-type: none"> Mindshare metrics Number of mentions Follow up by media Requests for comment Citations Policy influenced Mentions by policymakers
Newsletter	<ul style="list-style-type: none"> Branding Providing stakeholders with inside info Program promotion Establishing expertise Recognizing achievements Reaching policymakers Impressing donors Introduction to organization 	<ul style="list-style-type: none"> Helps build strong brand Enables stakeholders to feel like insiders Can occupy a lot of staff time. Content may be difficult to get. Requires strong writing skills Requires strong design and layout skills 	<ul style="list-style-type: none"> Moderate to high Paper costs a lot more than an electronic edition Can be distributed in a variety of ways, at varying costs 	<ul style="list-style-type: none"> Provides current news Promotes brand and products Shows expertise Influences other experts Long lasting reference Increased donations Available 24/7 Portable (if on paper) 	<ul style="list-style-type: none"> Subscriptions Response to content Donations Verbal and other feedback Website visits Email inquiries Phone calls Mindshare metrics Sales Event registrations

Website	<p>Everything – the uber-media</p> <p>Branding</p> <p>Community building</p> <p>News promulgation</p> <p>Product info</p> <p>Sales</p> <p>Event promotion</p> <p>Recognizing achievements</p> <p>Reaching policymakers</p> <p>Soliciting donors</p> <p>Providing information in any format</p> <p>Soliciting feedback</p>	<p>Intense competition for attention</p> <p>A poor site will turn off visitors</p> <p>Easily updated</p> <p>Short lead times</p> <p>Presents a variety of media</p> <p>Invites participation at many levels</p>	<p>Moderate to high</p> <p>Internal management greatly reduces cost</p> <p>Frequent updates add to maintenance cost</p>	<p>Instant response possible</p> <p>Mind share</p> <p>Product sales</p> <p>Can reach large audiences</p> <p>Available 24/7, worldwide</p>	<p>Donations</p> <p>Verbal and other feedback</p> <p>Sales</p> <p>Event participation</p> <p>Website visits</p> <p>Downloads</p> <p>Email inquiries</p> <p>Phone calls</p> <p>Mindshare metrics</p> <p>Mentions by policymakers</p>
Viral/Web 2.0	<p>Increasing effectiveness of website</p> <p>Building community</p> <p>Soliciting feedback</p> <p>Encouraging participation</p> <p>Soliciting content</p>	<p>Can be gimmicky</p> <p>Great way to build community</p> <p>Great feedback mechanism</p> <p>Encourages free content creation</p>	<p>Moderate to set up, low to maintain</p>	<p>Community building</p> <p>Instant response possible</p> <p>Mind share</p> <p>Product sales</p> <p>Can reach large audiences</p> <p>Available 24/7,</p>	<p>Participation</p> <p>Cross links</p> <p>Buzz</p> <p>Donations</p> <p>Verbal and other feedback</p> <p>Sales</p>

	Viral marketing			worldwide Seems very "with it"	Event participation Website visits Downloads Email inquiries Mindshare metrics
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Direct response					
Postal	Sales Event registration Donor solicitation Surveys New product information Expanding area of influence Coupons	Increasingly effective as way to avoid avalanche of email Slow delivery Easy to measure response Easy to test Good creative essential One mailer can contain several types of material	Low to high	Mind share Product sales Can reach large audiences Available 24/7	Response is directly measurable Website visits Phone calls Email Sales Inquiries
Email	Sales Event registration Donor solicitation Surveys New product information Expanding area of influence Coupons	Immediate delivery Short lead time Easy to measure response Easy to test Good creative essential Can include a variety of electronic media Can contain web links May get lost in spam filters	Low	Mind share Product sales Can reach large audiences Available 24/7	Response is directly measurable Website visits Phone calls Email Sales Inquiries

Database Marketing	Providing targets for direct response Evaluating other efforts Isolating people with similar demographics, locations, or interests Getting messages to carefully targeted sub-groups of your mailing list	Requires good database Requires conscientious maintenance and data entry Provides unique ability to segregate and aggregate constituents	Moderate to high Setup costs can be very high Staff involvement is high Errors may be difficult to fix	Better targeting of messages Cost savings from bad addressing Income enhancement from more efficient marketing Adds value to lists you already have (or should have)	Provides tools to measure all other efforts Improvements in response Reduced returned and bounced mail
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