

Marketing Strategies for social enterprises

*Carmen Acatrinei, ASE Bucharest
and Rob Warmenhoven, VHL Larenstein*

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BUSINESS PLAN_ELEMENTS



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What is Marketing?

- Please give your remarks...

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What is Social Marketing

The strategic business function that creates **Value** by stimulating, facilitating and fulfilling customer demand. It does so by building brands, nurturing innovation, developing relationships, creating good customer service and communicating benefits. By operating customer centrically, marketing brings positive ROI, satisfies shareholders and **stakeholders** and **contributes to positive behavioural change and a sustainable business future.**

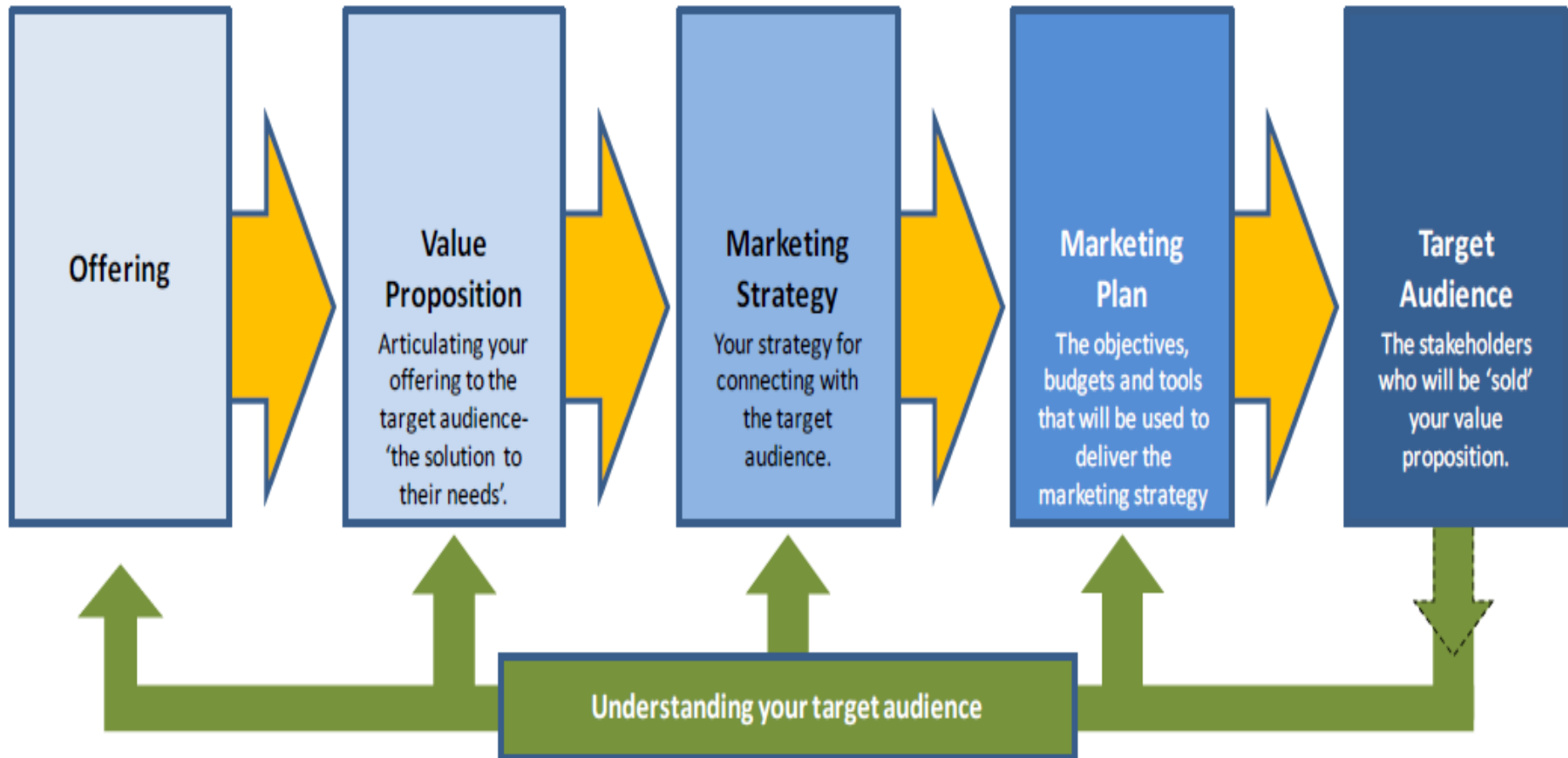
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SE Customer can be Confusing!



- Social Enterprises have several Stakeholders they often view as “customers.”
- Clients are “beneficiaries” of social enterprise services.
- Target market Buyers are those buying social enterprise products and services.
- Users are the users of your product or service

The Components of Marketing



Your understanding of the target audience should inform your organisations; offering, value proposition, marketing strategy and marketing plan

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Understanding the target audience

The six W's of Ferrell

- **Who** is the customer, **who** is he/she
- **What** to do with your product
- **Where** the customer buys
- **When** the customers buys
- **Why** the customer buys my product
- **Why** does the doesn't buy you



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1) Offering

The product or service your organisation will offer. (Describe briefly)



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2) The Value Propostion

Know your..

- ..Customer
- ..their wants
- ..preferences
- ..likes and dislikes
- ..lifestyle
- ..target group size



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2) The Value Propostion

There are typically 3 types of value proposition:

- **Efficiency:** delivering your product/ service at a better price than the competition
- **Leadership/ Innovation:** delivering a unique or leading product/ service.
- **Audience Intimacy:** creating an intimate relationship with your target audience, beyond that of the competition

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Unique Selling Point

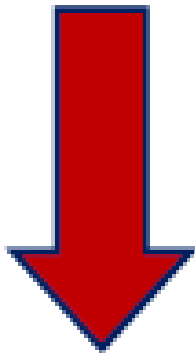


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3) What is a marketing strategy?

The marketing strategy should define how you plan to communicate your value proposition

FEATURE



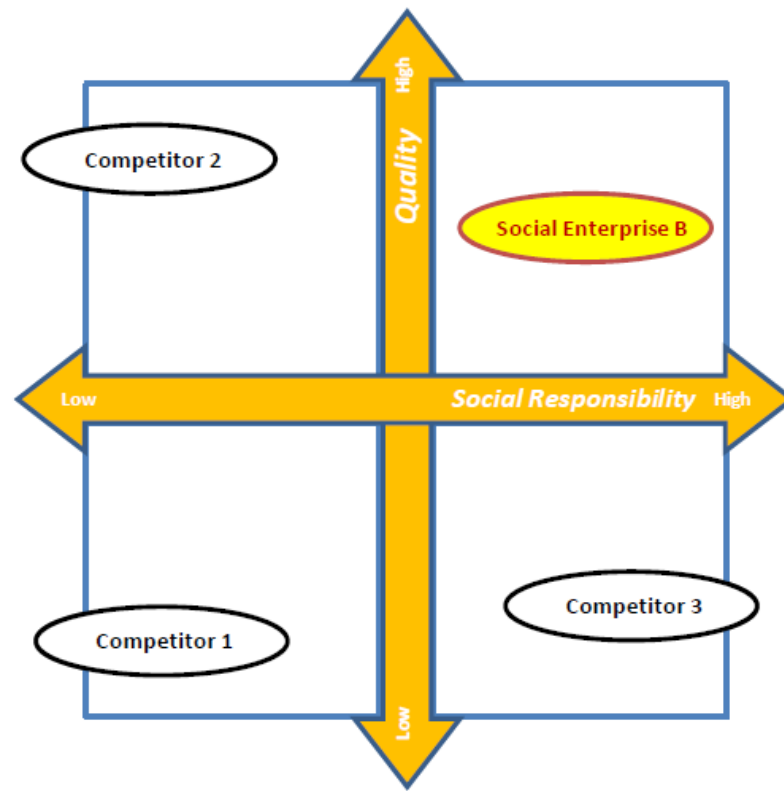
BENEFIT



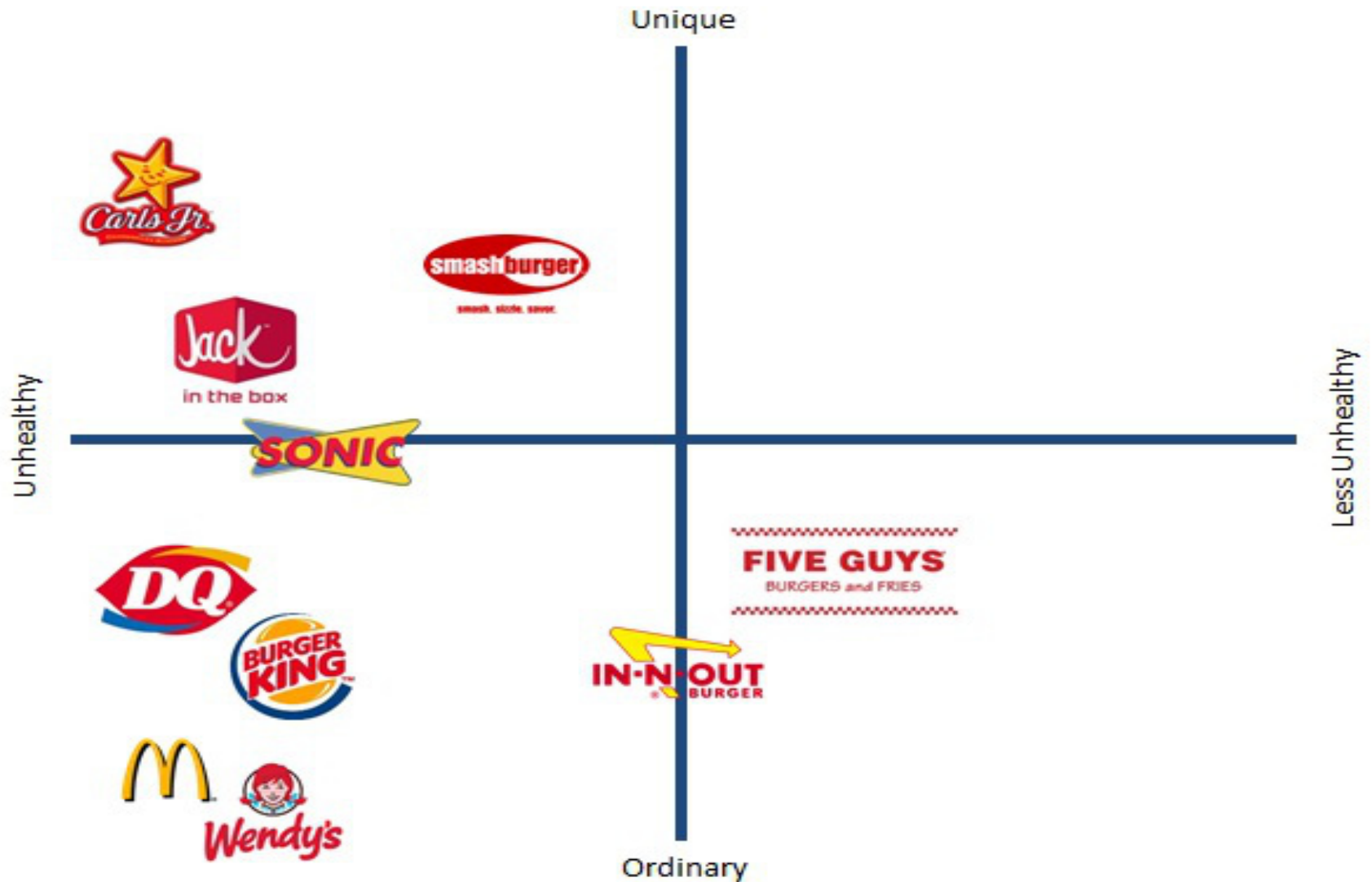
'Fully recyclable packaging- reducing your impact on the environment'

3) What is a marketing strategy?

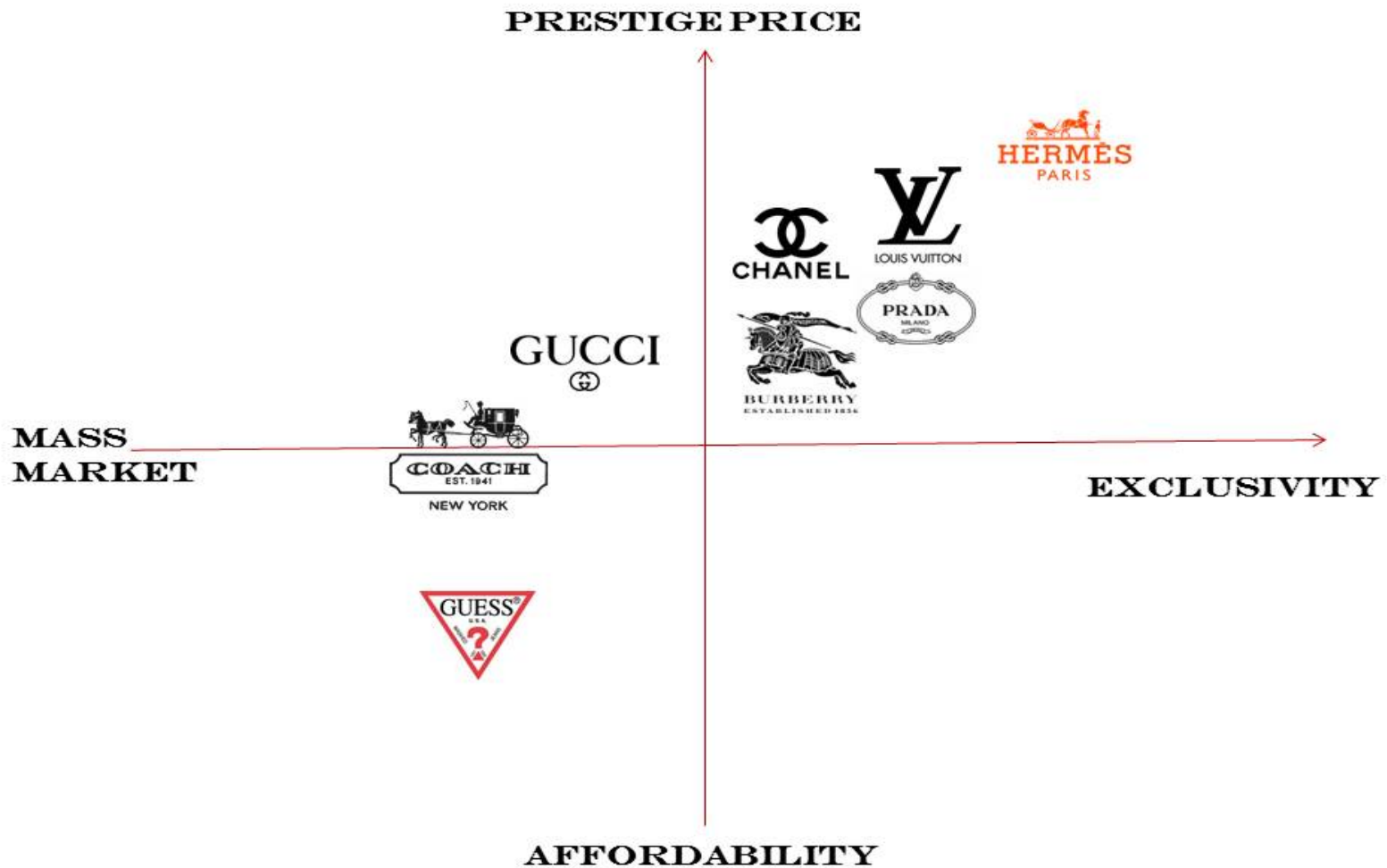
Your **position in the market landscape**- how does your value proposition compare to your competitors?



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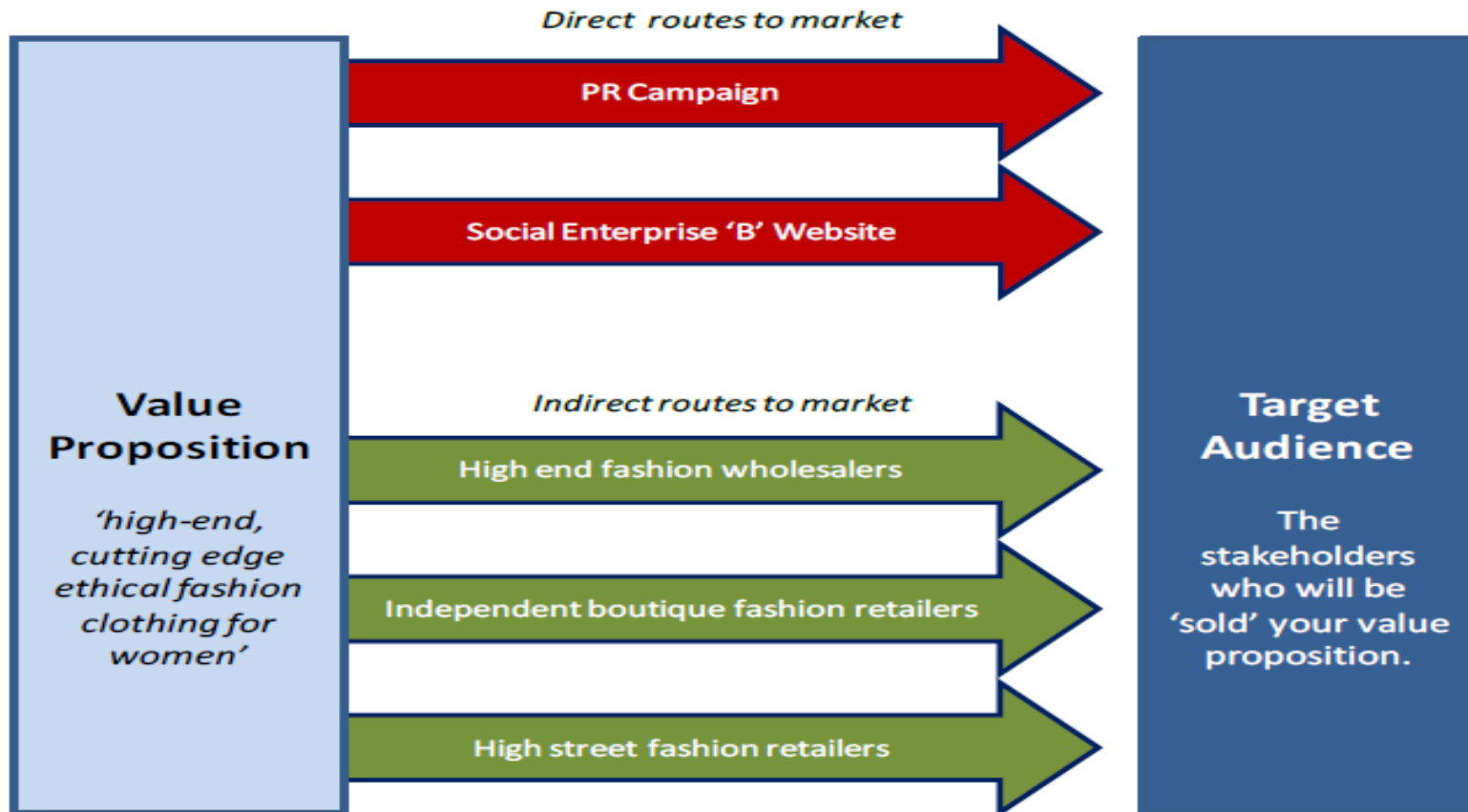
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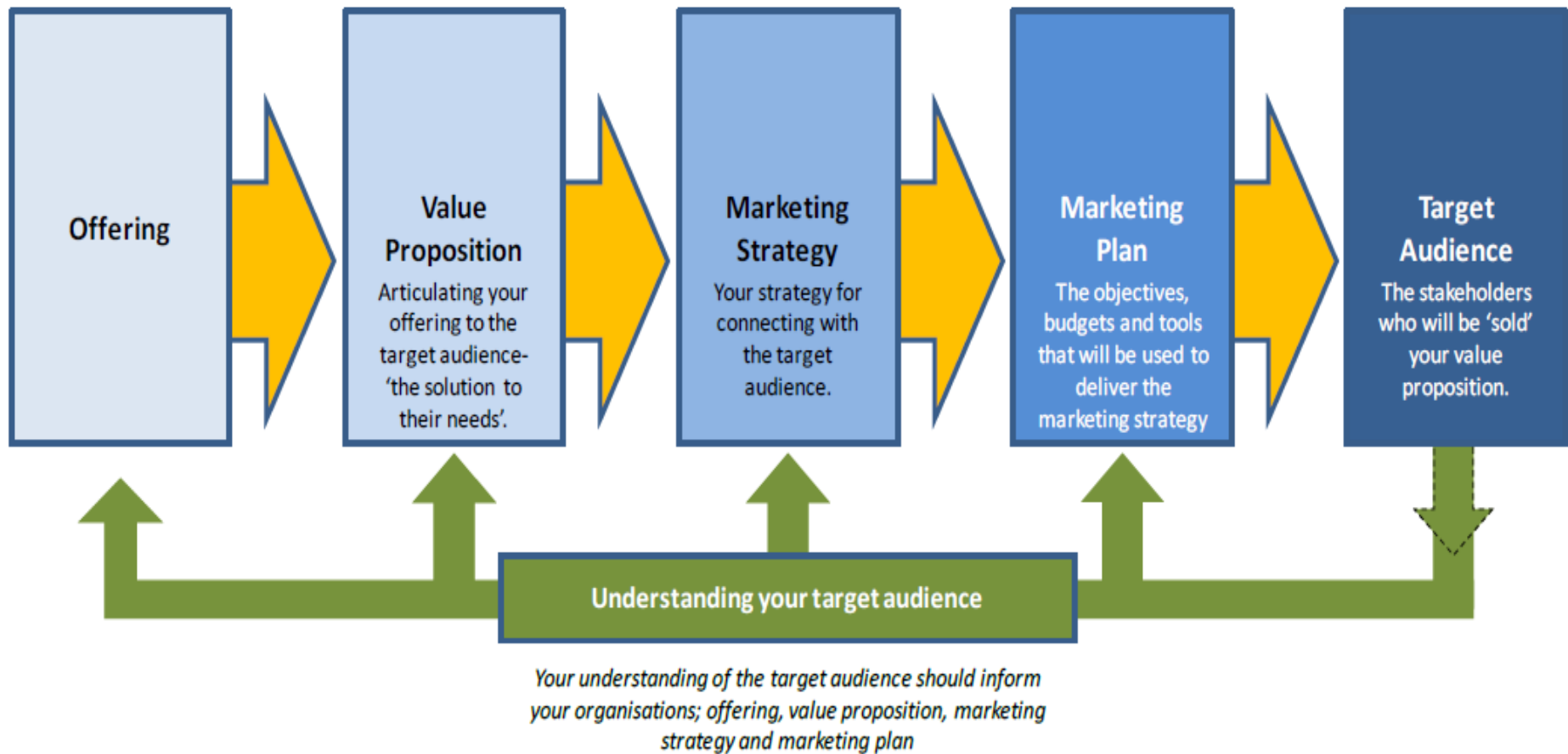
3) What is a marketing strategy?

Your 'routes to market'- how will you reach the target audience with your value proposition?



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The Components of Marketing



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BUSINESS PLAN_ELEMENTS



EXECUTIVE SUMMARY

COMPANY DESCRIPTION

MARKETING PLAN

MARKET, INDUSTRY AND COMPETITION ANALYSIS

OPERATIONS PLAN

RISK MANAGEMENT

FINANCIAL PLAN

APPENDICES

ORGANIZATIONAL STRUCTURE AND GOVERNANCE

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4) Developing the Market Plan

Your marketing plan should identify the practical steps and tactics how to deliver the marketing strategy

- 1) Marketing objectives
- 2) Marketing mix Tools

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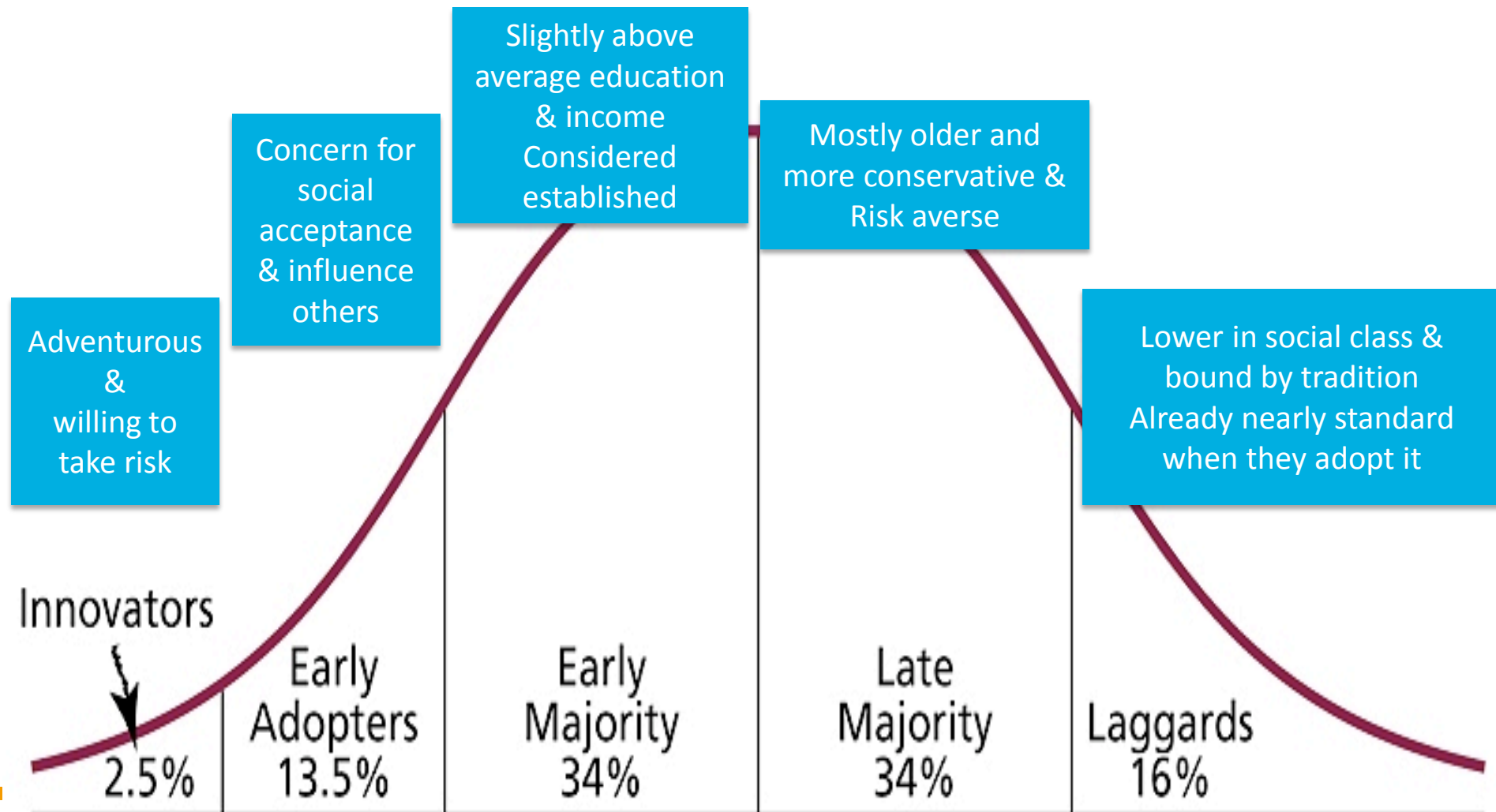
4) Marketing Objectives

Objective: Each objective of the marketing plan should be focused on enabling the organization to deliver its mission and strategic aims.

Marketing objectives are typically focused on achieving:

- ***Generating new customers/receivers from within your target audience.***
- ***Retaining your existing customers/ receivers.***
- ***Existing customers/ target audience purchasing more products or services from your organisation.***

Diffusion of innovations



4) Marketing Mix : Product

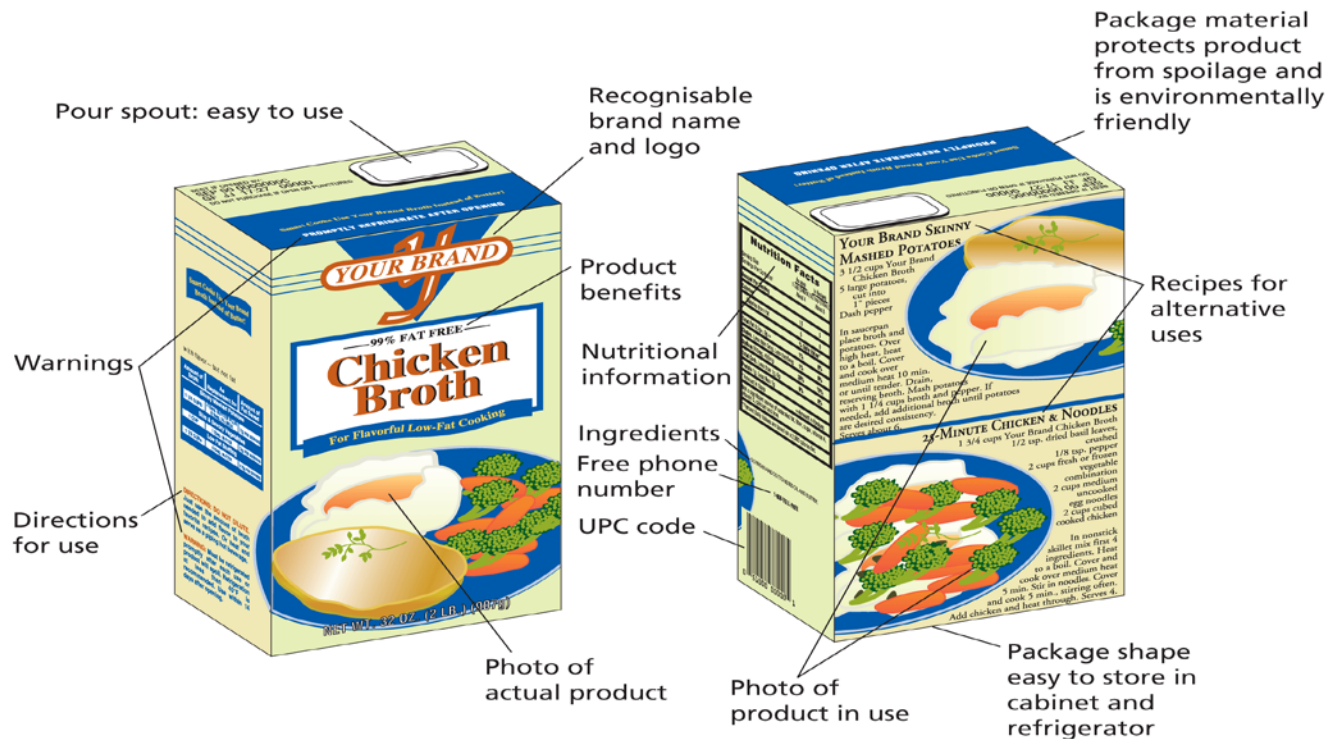
- Product should be of high quality, tailored to fit the target audience needs.
- Brand, Packaging, Features/Design, Quality, Service



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4) Marketing Mix: Packaging

A very important way to communicate your message to the audience, stakeholders, customers



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What do you think of this package?



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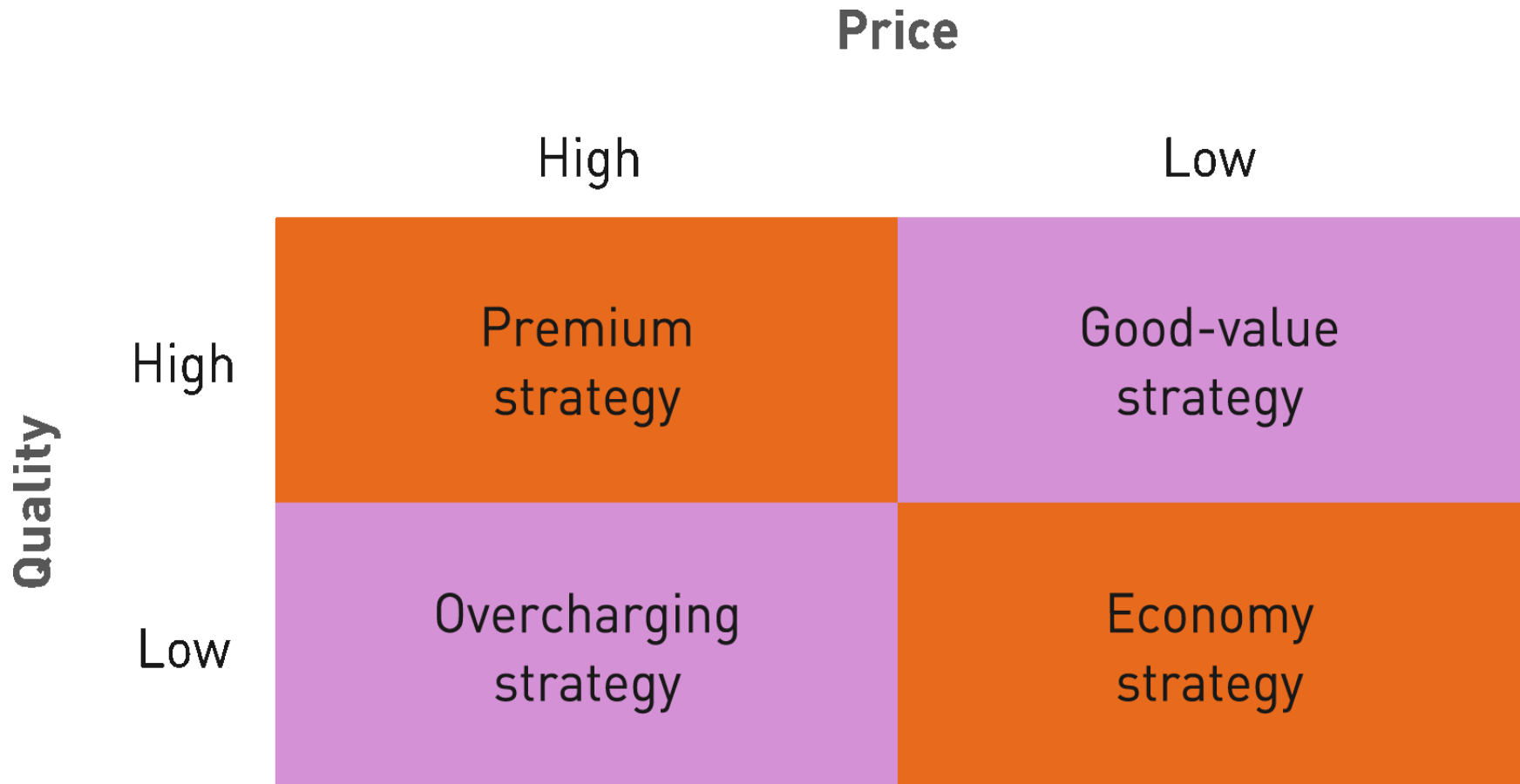
4) Marketing Mix : Price

- How much will you need to charge for your product or service
- Do you have specific pricing objectives
- Set Price, Credit terms, payment period, discounts, commissions



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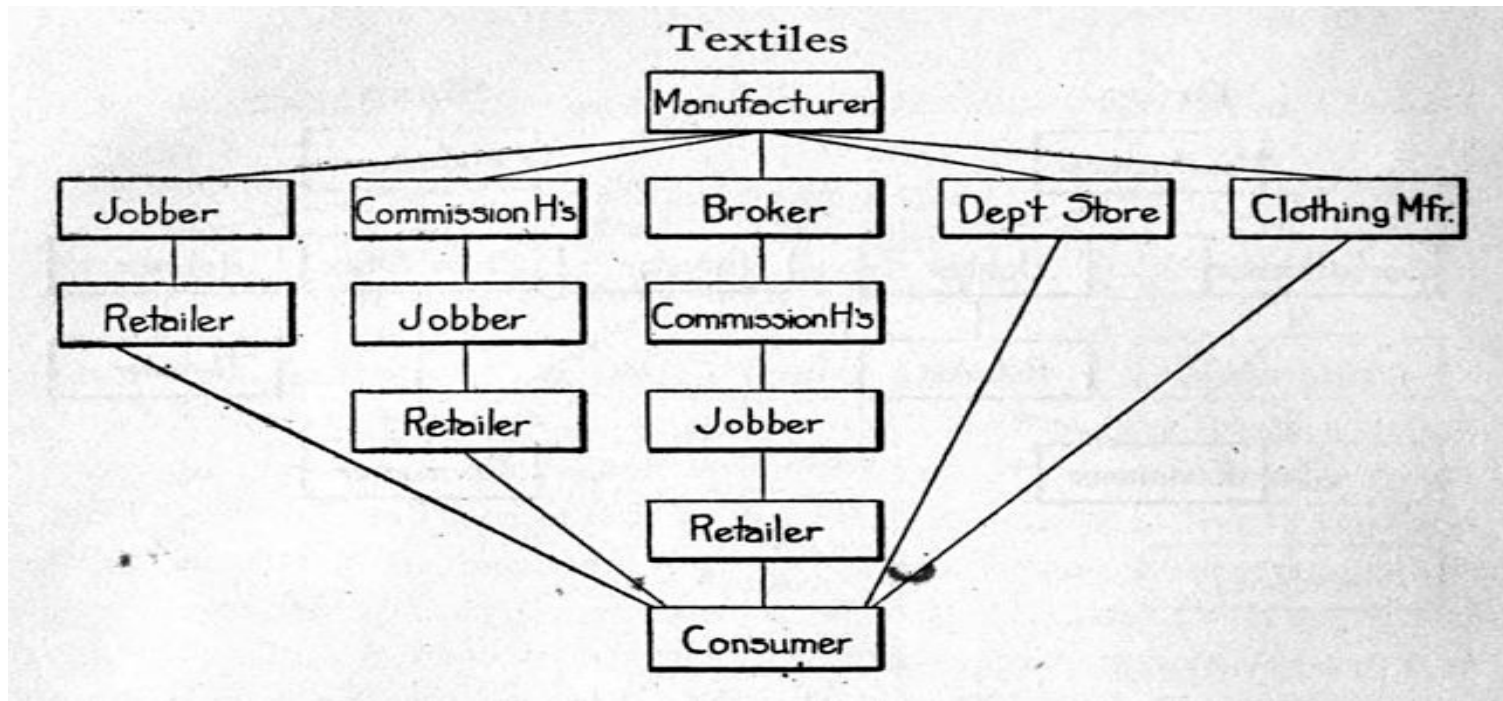
Four price-positioning strategies



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4) Marketing Mix : Place

- The place (distribution) strategy articulates how you will get your products or services to your customers.



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4) Marketing Mix : Promotion

your communications plan- which features, benefits and values will be communicated to this specific audience segment and through this specific route to market?



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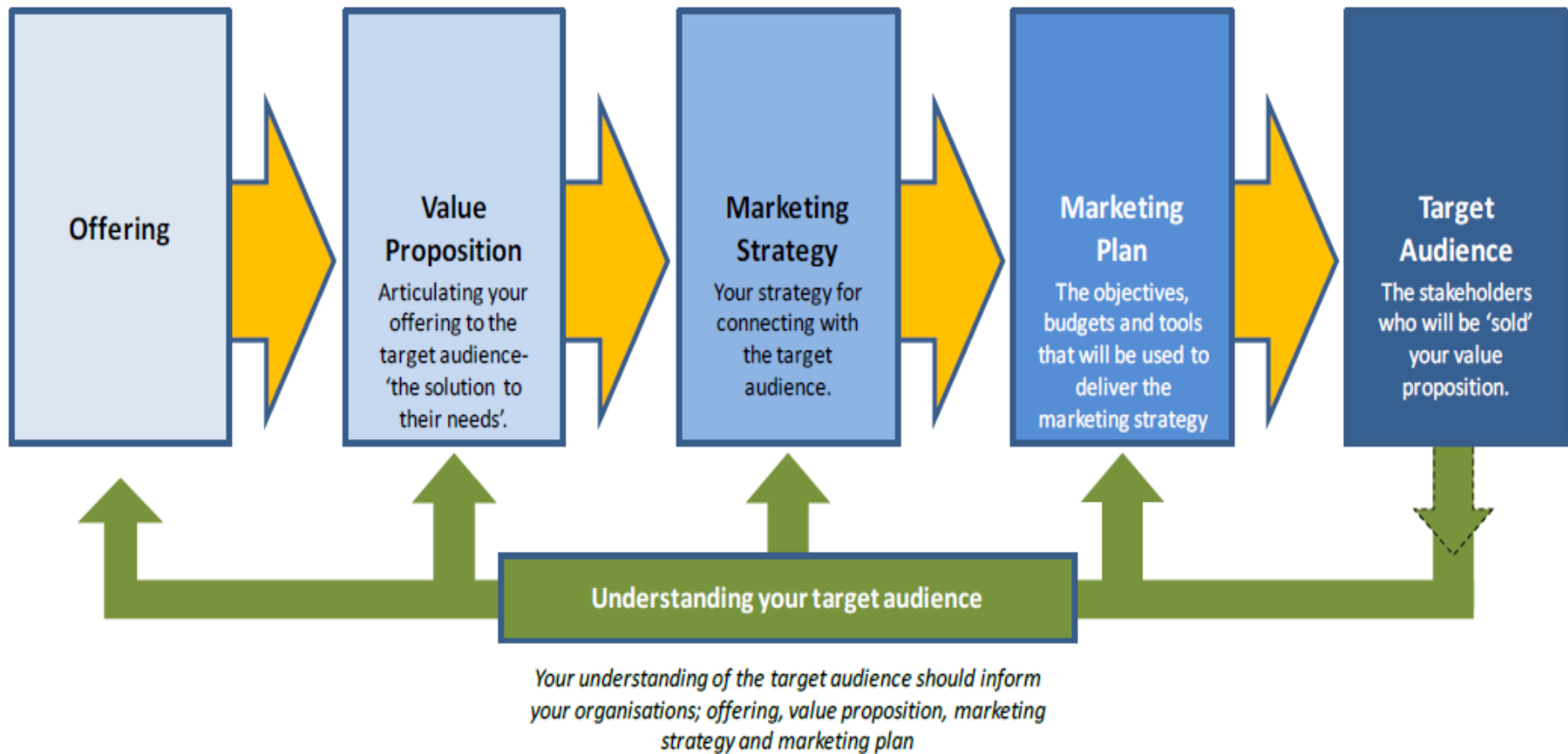
5) Target Audience

The stakeholders, customer, user, client or donor that will see, select, buy and use your product/service.



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The Components of Marketing



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End of Part 1: Marketing

Thank you!



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