

Strategic Marketing for Non-profits

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For-Profit vs. Non-Profit

Is there really a difference?

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Is there really a difference?

For-Profit

- Revenue – Expenses = Profit

Non-Profit

- Revenue – Expenses = Surplus

Marketing Defined - AMA

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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Marketing Mix – 4 P's

- Product
- Price
- Place (Distribution)
- Promotion
 - Advertising
 - Sales Promotion
 - Personal Selling
 - Publicity

Extended Services Marketing Mix

- The 4 Ps plus:
 - People
 - Processes
 - Physical Evidence

4 Cs of Marketing

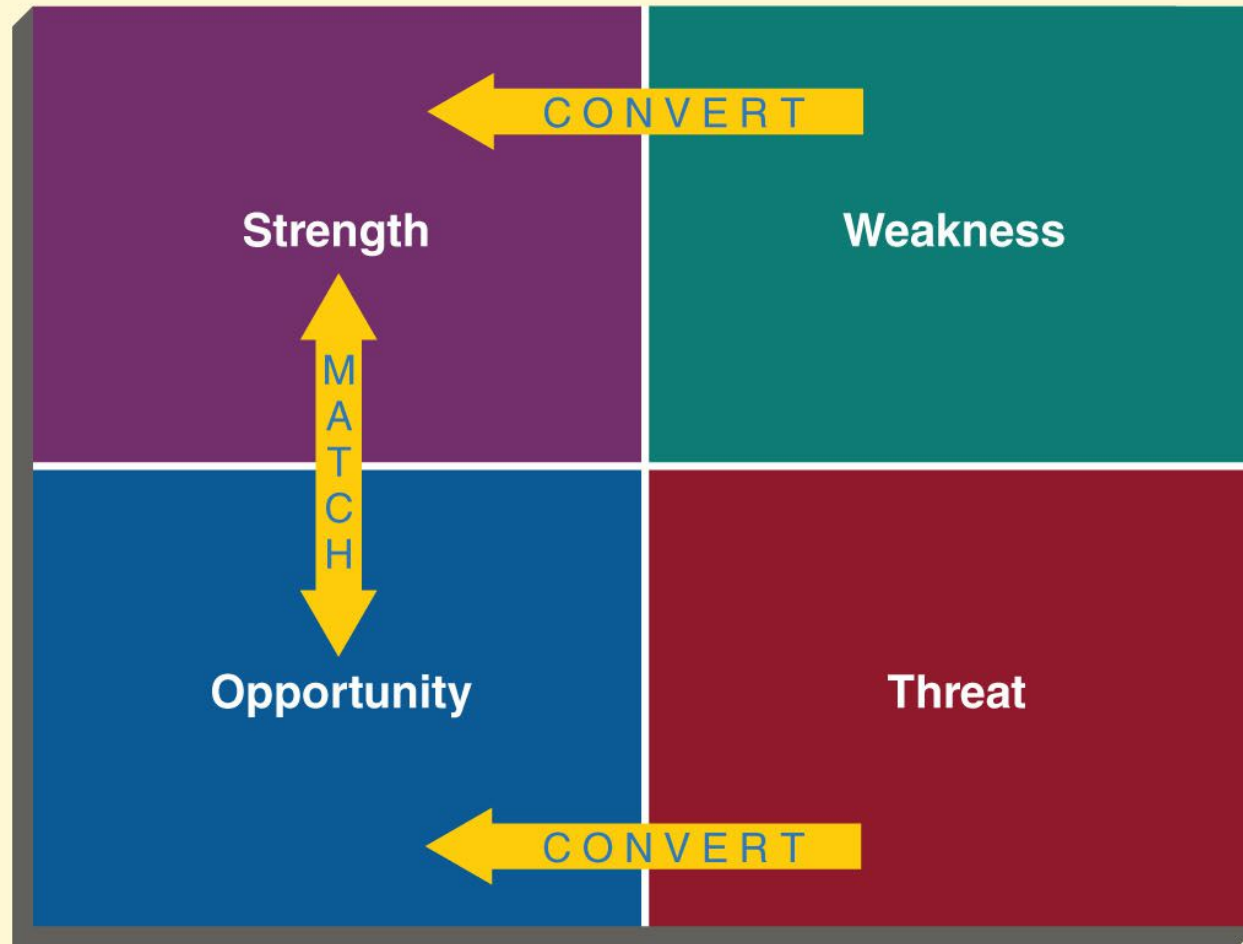
- Customer
- Convenience
- Communication
- Cost

Core Competencies

- Things an organization does extremely well, which sometimes gives it an advantage over its competition

S.W.O.T. Analysis

- Strengths and weaknesses are internal factors that can influence an organization's ability to satisfy its target market
- Opportunities and threats exist independently of the organization and therefore represent issues to be considered by all organizations, even those that do not compete with your organization



Source: Adapted from Nigel F. Piercy *Market-Led Strategic Change*. Copyright 1992 Butterworth-Heinemann Ltd. p. 371. Reprinted with permission.

S.W.O.T.

- Strengths refer to competitive advantages or core competencies that give an organization an advantage in meeting the needs of its target market
- Weaknesses refer to any limitations an organization faces in developing or implementing a marketing strategy
- Opportunities refer to favorable conditions in the environment that could produce rewards for the organization if acted on properly
- Threats refer to conditions or barriers that may prevent an organization from reaching its objectives

Market Opportunity

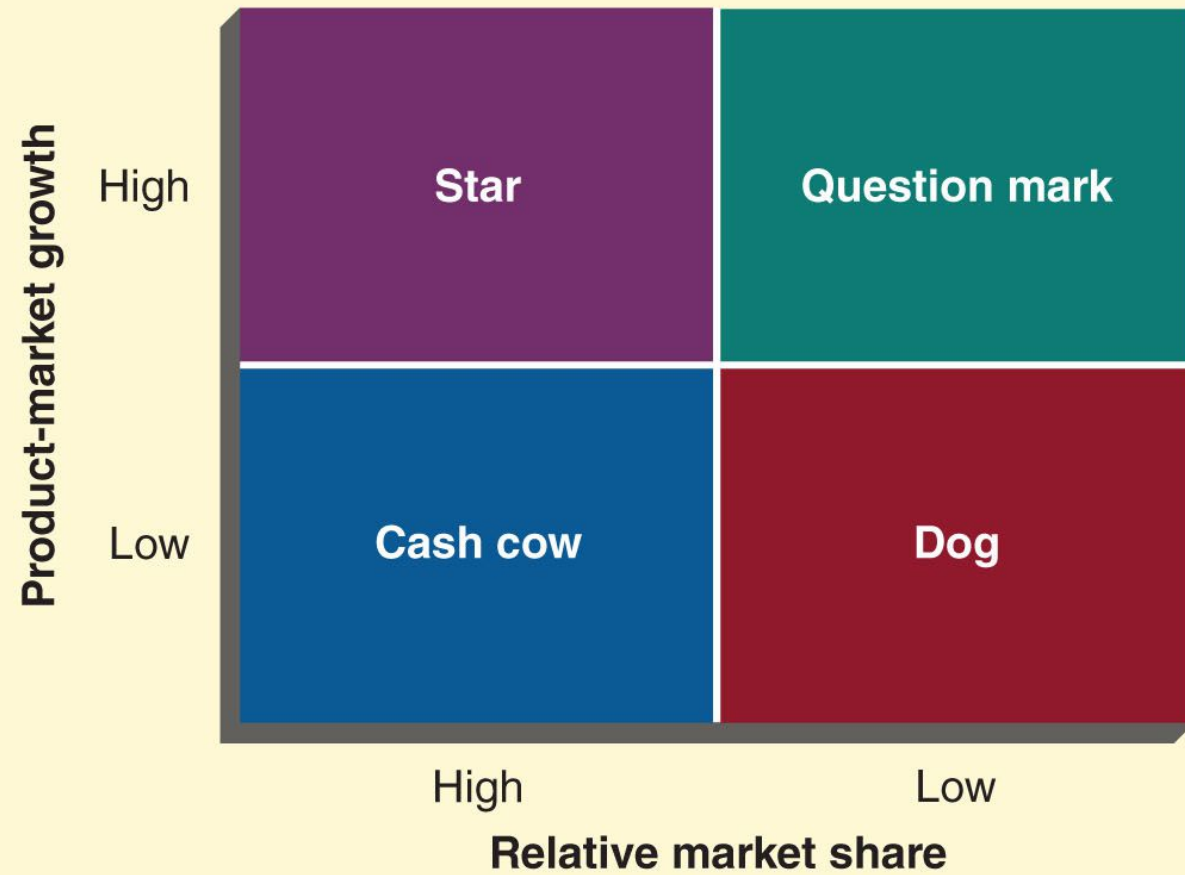
- A combination of circumstances and timing that permits an organization to take action to reach a target market

Strategic Windows

- Temporary periods of optimal fit between the key requirements of a market and the particular capabilities of an organization competing in that market

Boston Consulting Group Model

- The market growth/market share matrix is a helpful tool, based on the philosophy that a product/service's market growth rate and its market share are important considerations in determining its marketing strategy
- All organizations services or products should be integrated into a single, overall matrix and evaluated to determine appropriate strategies for individual products/services and overall portfolio strategies



Source: *Perspectives*, No. 66, "The Product Portfolio." Reprinted by permission from The Boston Consulting Group, Inc., Boston, MA, Copyright © 1970.

Ansoff Growth Matrix



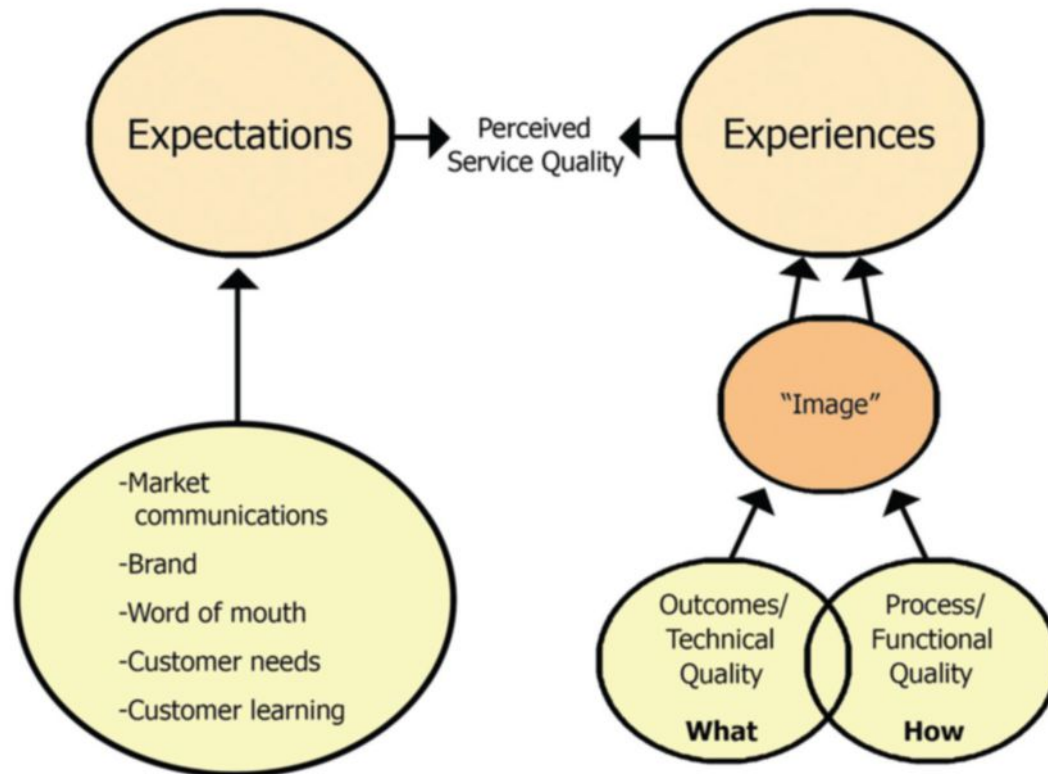
Double E's

- Efficiency
 - is the degree to which long-term customer relationships help achieve an organizations objectives
- Effectiveness
 - refers to minimizing the resources an organization uses to achieve a specific level of desired customer relationships

IHIP and Quality

- Intangibility
- Heterogeneity
- Inseparability
- Perishability

Technical and Functional Quality

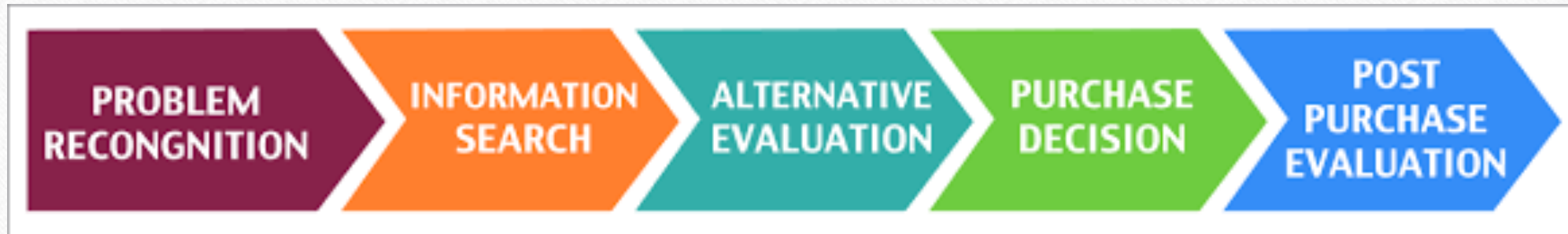


3 Cs of Pricing

- Cost
- Competition
- Customer

Consumer Decision Making

(Can be a good guide for marketing communications strategy)



Moments of Truth