Welcome to the PDE Marketing Newsletter!

The charge of the Program Development and Evaluation Unit is to provide the necessary resources for Extension professionals to develop effective educational programs, and program evaluations that are useful, feasible, and conducted with propriety. The PDE team is committed to motivating Extension professionals to achieve their maximum potential as educators through the enhancement of their program development and evaluation skills. Part of the program development process includes developing marketing strategies to promote various programs and services offered throughout the state of Ohio. It is our hope that the marketing newsletters provide valuable tips, tools and resources on how to market your programs and services more efficiently. –Written by Kennetha Peebles, Program Development and Evaluation. Contact: peebles.20@osu.edu
What is marketing?

"Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives." - Contemporary Marketing Wired (1998) by Boone and Kurtz. Dryden Press.

Marketing involves a variety of activities including:

- Market Research
- Product Development
- Pricing/Packaging/Distribution
- Advertising
- Promotion
- Publicity
- Public Relations
- Sales
- Customer Feedback

Types of Marketing Strategies:

**Relationship marketing:** Focus on building long-term relationships with customers.

**Transactional marketing:** Encouraging customers to purchase through the use of coupons, discounts and sales promotions.

**Digital marketing:** Utilizing various digital methods to inform customers about your services.

**Word-of-mouth marketing:** The passing of information via oral communication from person to person.

**Diversity marketing:** Creating customized marketing plans to reach different diversities within a culture.

**PR marketing:** Using the media to bring awareness to your services.

**Email marketing:** Collecting, organizing and sending emails to prospective and current clients.

**Newsletter marketing:** Creating newsletters to highlight key happenings within the organization.

**Social media marketing:** Engaging your customers through social media platforms such as Facebook and Twitter.
The Marketing Process Model

Market research
The process of gathering, analyzing and interpreting information about a market, services to be offered in that market, and about the past, current and prospective customers for the service. Market research also provides insight into the characteristics, behaviors, attitudes, location and needs of your intended audience, the general market, and the competitive environment.

Product development
The overall process of strategy, organization, concept generation, program and marketing plan creation and evaluation, and commercialization of a new program.

Pricing
Price is generally defined as the amount a customer pays for a product or service. The price of a product or service is important as it can determine the organization’s overall profit. In addition to a dollar amount set, price can also include any cost to satisfy a customer including their time.

Packaging
In the general sense, packaging involves the process of storing, handling, and displaying a product, i.e. frozen pizza packaged in a square cardboard box. However, packaging can also include branding marketing materials, i.e. flyers, ads, photos, videos, to market a particular program or service.

Distribution
Distribution is the process of making a product or service available to current and prospective customers that is most convenient for them.

Advertising
Advertising is the process of showcasing a service an organization has to offer to current and prospective customers. Generally, the focus is on one particular service being offered. Therefore, the plan to advertise one service can be completely different from the efforts of another. Advertising is typically done with signs, brochures, ads, direct mailings or e-mail messages, personal contact, etc.

Promotion
Promotion serves as a reminder to current and potential customers as to what an organization has to offer in order to create a demand for the service. Promotion involves consistent advertising and publicity. The ongoing activities of advertising, sales and public relations are often considered components of promotions.

Publicity
Publicity is a type of promotion that is mentioned in the media. The difference between advertising and publicity is that generally organizations have a little more control over the message being delivered in the media.

Public Relations
Public relations involves continuous activities to ensure the overall organization has a positive public image. Public relations activities include helping the community to understand an organization and its services. Often, public relations involve various media outlets including, newspapers, television, social media, etc. Public relations can be considered one of the primary activities involved in a promotional strategy.

Sales
Sales involves any activity that involves the promotion to increase sales, usage of a product or service. Sales promotions can include free gifts, discounted pricing, free samples, and coupons all in an effort to entice current and prospective customers.

Customer feedback
Customer feedback is information gathered directly from the customer about their level of satisfaction with the product or service offered by the organization. This feedback is important to improving and addressing the needs and wants of the customer. This information can be received through various survey methods.
What is Marketing?

OSUE - Program Development and Evaluation

Marketing Process Illustration - The Horse Parade

THE 4-H EQUINE PARADE COMING TO THE OHIO STATE FAIRGROUNDS THIS SATURDAY!

Advertising
If the 4-H horse parade is coming to town and you paint a huge sign saying “4-H Equine Parade coming to the Ohio State Fairgrounds this Saturday.”

Promotion
If you put the sign on a horse and parade it around the town.

Publicity
If the horse accidentally drives through county commissioner’s flowerbed.

Public relations
If you get the county commissioner to laugh about it.

Market research
Before advertising, you check community calendars for conflicting events, research attendees and determine what they are willing to pay and activities they are interested in.

Sales
You enlist the help of local 4-H clubs and OSU Extension employees to sell tickets at various programs and events.

Product Development
You create “Pony Pops” for people to enjoy while they wait for their horse rides.

Packaging
You create an offer to include an entry ticket to the parade, one “Pony Pop” dessert, one pony ride and a souvenir t-shirt.

Distribution
You enlist the help of local restaurants to sell your Pony Package.

Customer Feedback
You ask participant to complete a customer satisfaction survey to rate their level of enjoyment and their overall experience.