

MARKETING - EXERCISE

Note: for the following exercises you are encouraged to read the input first

WHAT GROUP ARE YOU TRYING TO REACH?

Who are you serving?

Have you ever asked the people you are currently serving what they like about your organisation? About what you offer? How often do you do it? Why don't they go elsewhere to get their needs covered? Were you their first and only option for them? How did they find you? What really links them to you? What are their demographic characteristics? Are they really the people you wanted to address? If you cannot answer these questions you might be missing out on important insights for your organisation. We will now do an exercise to understand the people (groups) that can benefit from our work and how we can reach them better. We will need to respond to the following questions:

- What would you call the group you are trying to reach? (there can be more than 1)
- What are the needs of this group?
- What are you offering them?
- How many are there? And how many can you reach?
- How frequently will you interact?
- How can your relationship grow?

These questions were gathered by Nesta and DIY. [Here](#) you can find a good visual template they have developed that you can print out and use.

Once you have completed this list you can put it to test, gather several people from this group and ask them the questions you have answered yourself. Get their point of view by being a good listener. Does your analysis match the reality? Do you need to go back and rethink what you wrote and improve it?

DESIGNING YOUR MARKETING MIX

The 7P's Model

In the following [link](#) you will find a document that will help you analyse your unit's or organisation's service/product marketing mix in an organised way. If you have not read the input section yet, we recommend you do it to understand this better.

ADDITIONAL EXERCISES

There are currently no additional exercises for this section