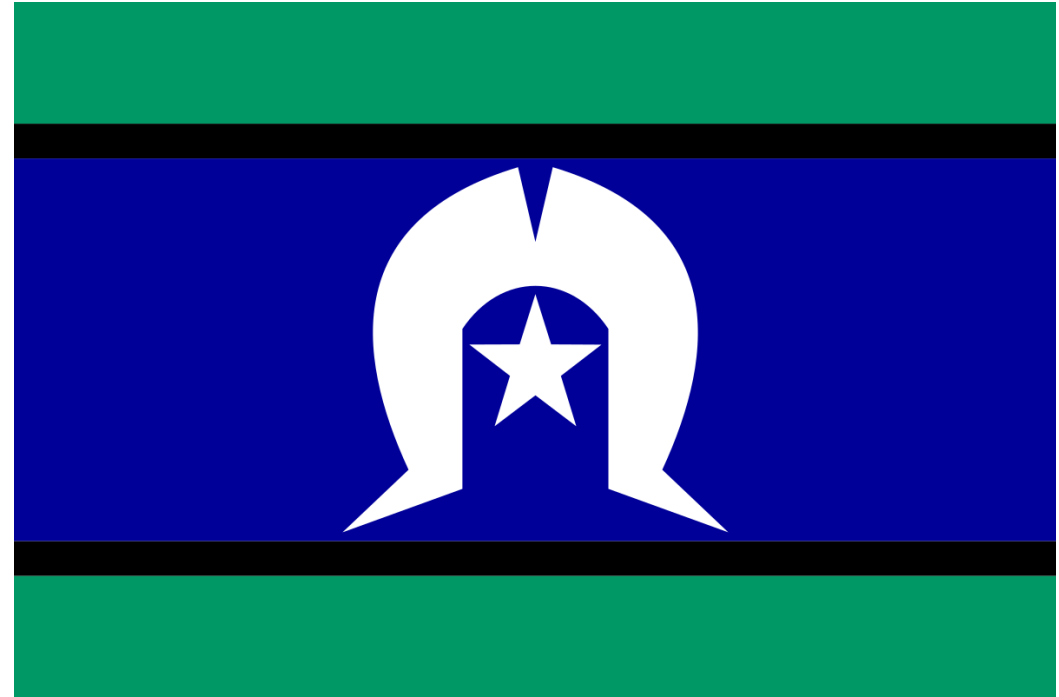


Strategies for Success

NDIS Success Roadmap – webinar five

Acknowledgement of Country



Welcome to Strategies for Success

The NDIS Roadmap



- ▶ Q&A on Tuesday 6 October 2020
- ▶ Join the NDIS Success Facebook Group
- ▶ Refer to the template Business Plan
- ▶ Fill in questions in the activity worksheet

Today's webinar

- ▶ What we'll cover in today's webinar:
 - Connecting business strategy to marketing strategy
 - Marketing strategy
 - Marketing plan
 - Promotion
 - Customer experience and journey
- ▶ This webinar will help you complete the related activity worksheet and Business Plan template

Part 1: Connecting business strategy to marketing strategy

Start with the business strategy

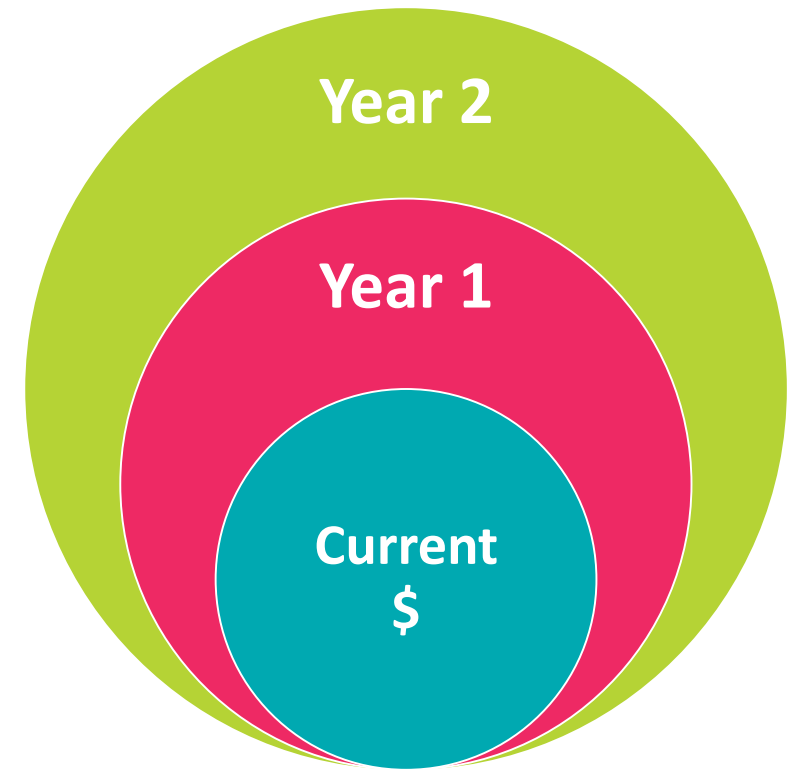
- ▶ Remember Webinar two - Understanding the Market
 - What is your strategy?
 - Who are the target markets?
 - Who are your competitors and what mitigation strategies do you have going against them?
 - What differentiates your organisation?
- ▶ Remember Webinar three - Service Design
 - What does your service (product) look like?
 - What markets and locations are you serving?

Marketing strategy

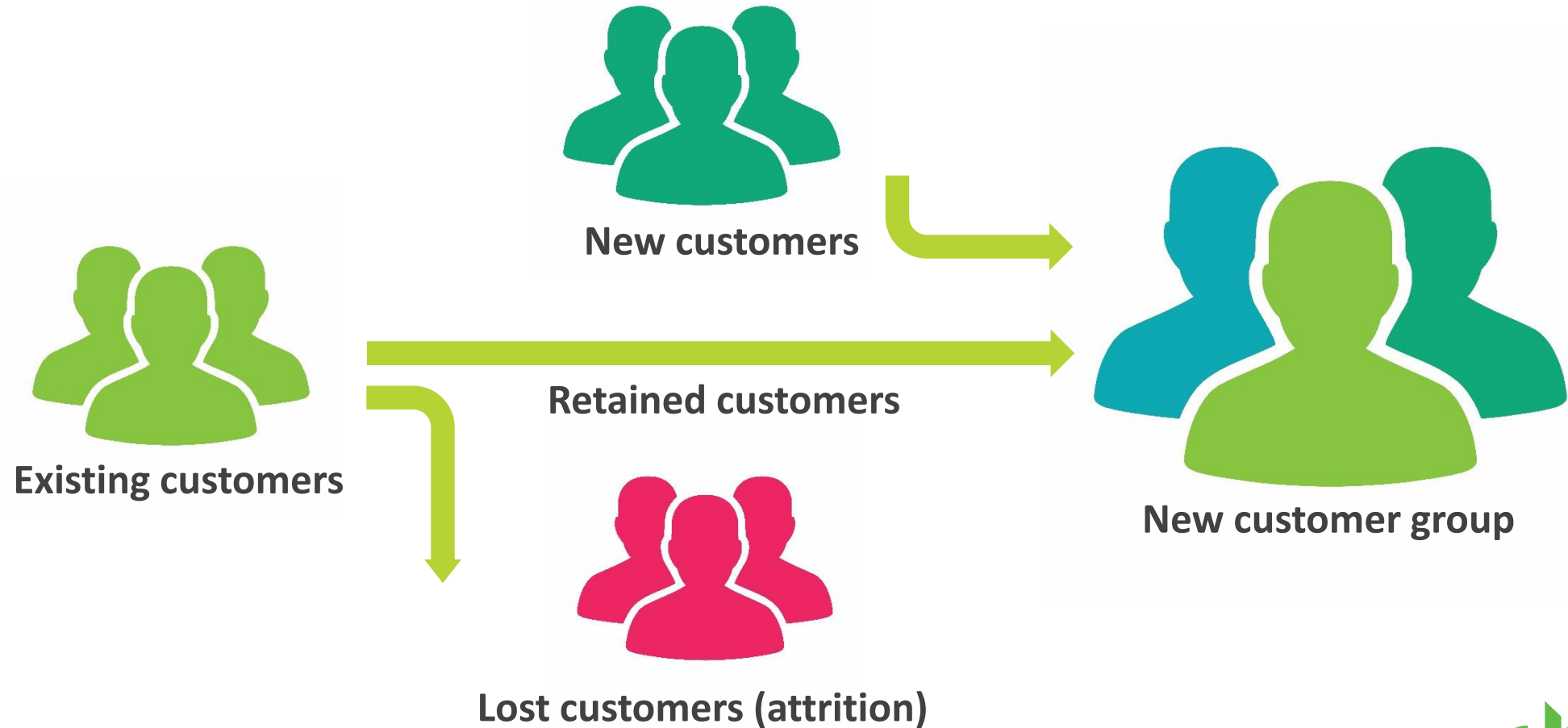
- ▶ Marketing strategy needs to align with the business strategy
- ▶ Marketing goals or objectives need to link to the overall business goals and objectives

Growth

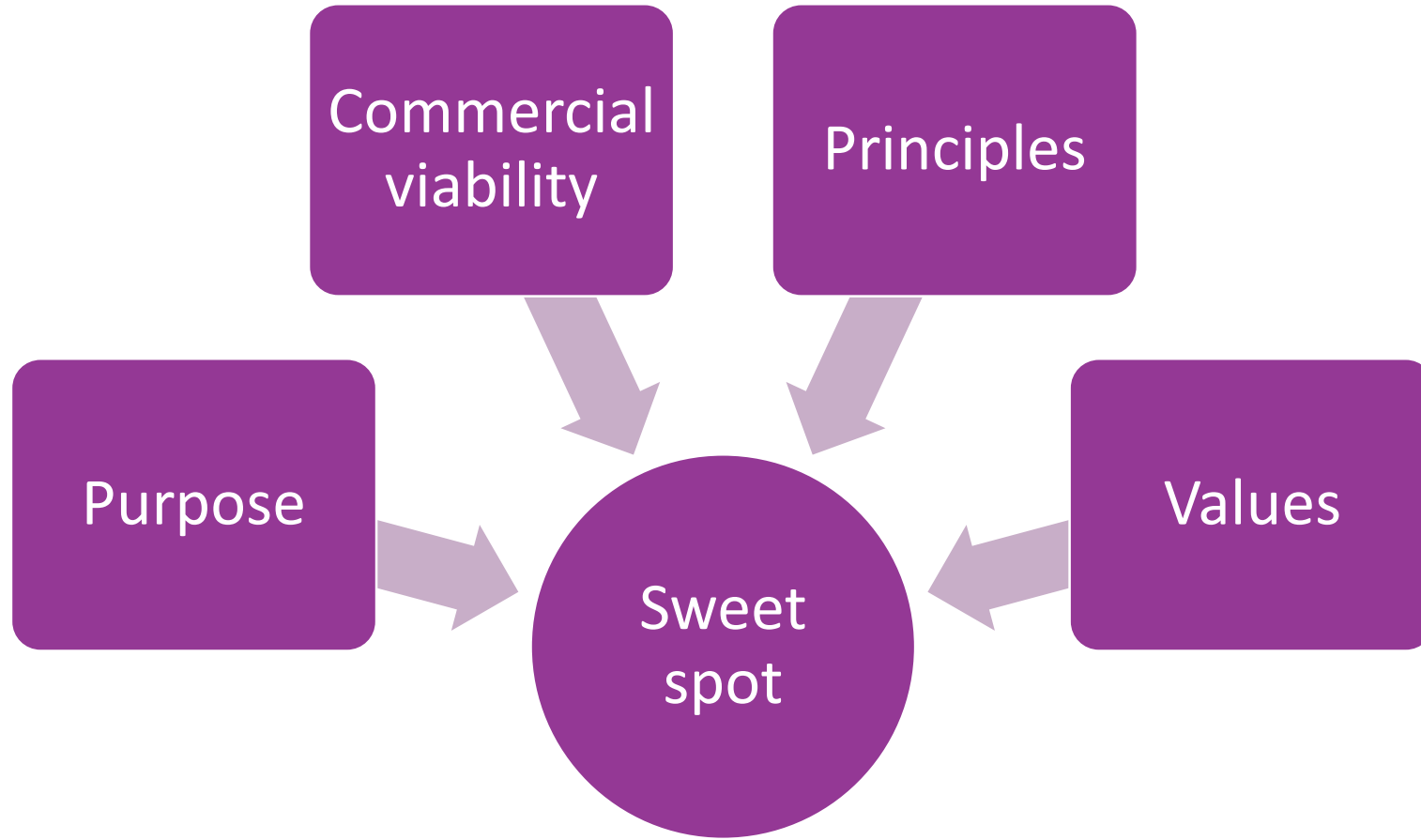
- ▶ How much growth do you want?
- ▶ How much growth can you handle?
- ▶ How will you scale to achieve growth?



Growing your NDIS business



Have you asked the hard questions?



Part 2: Marketing Strategy

Marketing is...

Marketing is the activities and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

A process for...

- Exchanging value
- Between humans
- For benefit

What's in a marketing strategy

Brand

- What brand will you use, will it be my company name or a different name?

Target Segment(s)

- Who do you want to target with your marketing efforts?
- Each segment should be unique with no cross over.

Positioning to each segment

- What do you want each segment to think when they hear your brand name.
- Each segment may have a slightly different positioning.

Objectives for each segment

- What outcome(s) do you expect from the marketing efforts to each segment.
- These should be measurable.

Brand

- ▶ What brand will you use? Will it be the company name or a different name?
- ▶ A lot of the time this will be the same as your business name, But it doesn't have to be
 - If your organisation is registered as XYZ Incorporated (SA) Inc do you want to be called that or just XYZ?
 - If you're a large organisation do you want to set up a different brand for your NDIS services?
 - If you're adding a new service is it a natural fit for your current brand or would it benefit from standing on its own?

Who is your target audience/segment (potential customers)?



Target Segments

- ▶ Each Target Segment should be unique.
- ▶ This is where the research we talked about in webinar 2: *Understanding the Market* will come into its own.
- ▶ So if you haven't watched that already please go back and watch that webinar.

Defining your target segment(s)

- ▶ Who are your most important customers (target market)?
- ▶ Divide market by segment:
 - Each should be unique
 - Demographic
 - Behavioural
 - Type of disability
 - Geographic
 - Psychographic
- ▶ What value do you offer your customers?
- ▶ How does this address their needs?
- ▶ How is it different or better than your competitors?

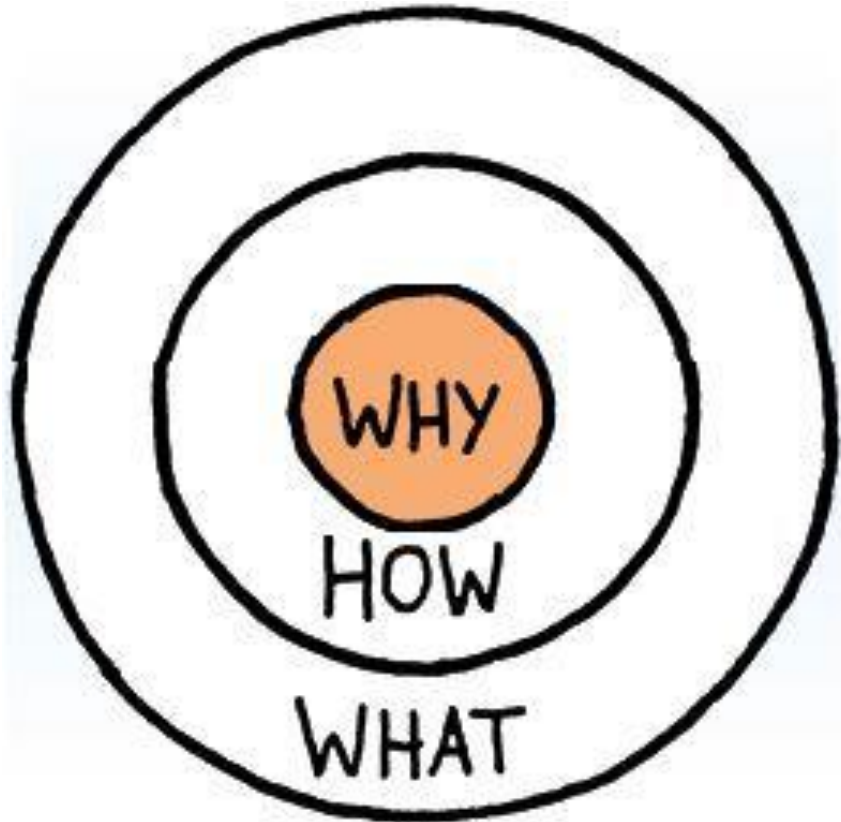
Target segments - Drivers and barriers

- ▶ What drivers prompts consideration of your service?
- ▶ What barriers prevents access or uptake?
 - Physical – access or distance
 - Thoughts/beliefs
 - Market/competitive
 - Life circumstances
 - Others?

Positioning by segment

- ▶ Reminders:
 - Core competencies / strengths
 - Market understanding – including competitors
 - Assets
- ▶ For each segment, review what they want, what would their motivators be
- ▶ Develop positioning:
 - What you/we want to be known for each segment
 - Whilst unique, don't want to make them too different
 - There's a difference between positioning and messaging

Positioning - Simon Sinek The Golden Circle Model



- ▶ WHY do you support NDIS participants?
- ▶ HOW do you do support them differently from your competitors, what makes your service special?
- ▶ WHAT services do you provide to NDIS participants?

Objectives for each segment

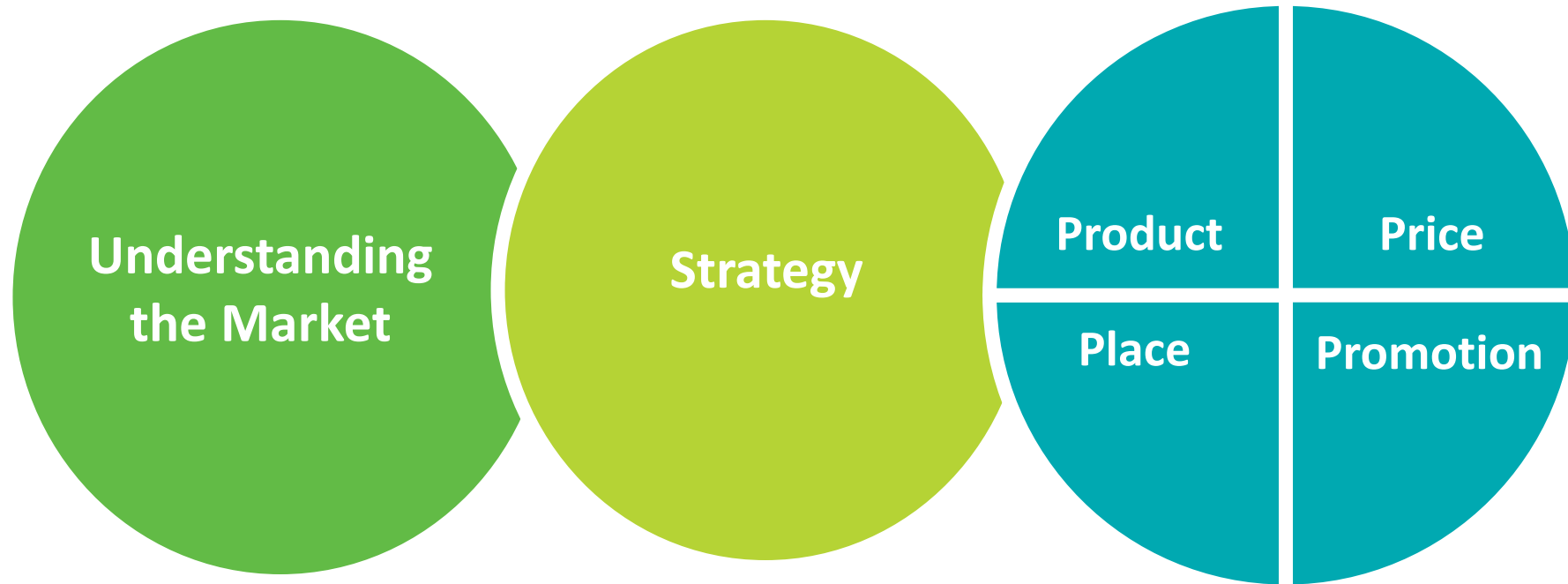
- ▶ Objectives: are your goals related to the target segment/s that support the overall business' strategic objectives
- ▶ Make them SMART so you can report against them:
 - Specific
 - Measurable
 - Achievable
 - Relevant
 - Time-bound

Target segment and objectives

Target Segment	Objectives
People aged 24 – 55 with a Psychosocial disorder in location x	Reach 100 potential new customers in the region with an aim that five of them enquire about a new service with us.
1	
2	
3	

Part 3: Marketing Plan

Steps to building a Marketing Strategy and Plan



Your marketing mix - visible



PROMOTION
PRODUCT
PRICE
PLACE

How you find it:
Website, PR, Advertising,
Signage, Word of mouth

What you get: tangible product
or intangible service

What it costs and how to pay

Where and how you can get it

Place

- ▶ How is your service purchased:
 - Is it exclusive to NDIS participants or is an NDIS plan just one way to pay for it?
 - Is this a direct purchase?
i.e. is the user of the service or their guardians going to purchase the product, or will the product be made available through third parties such as another disability service provider with complementary services?

Price

- ▶ If you're a registered provider you're maximum prices are predetermined
 - But what happens when the price caps are lifted?
 - Will a service that was previously nonviable be viable?
- ▶ NDIS Price Guide has been covered in webinar 3: Service Design.

Product

- ▶ This is where the research we talked about in webinar 3: Service Design will help you.
- ▶ But in summary look at the 3Cs
 - What do **customers** want or need?
 - What wants/needs do **competitors** already meet – where are the gaps in the market?
 - What are your core **competencies** – which services can you deliver and deliver them well?

Marketing Plan

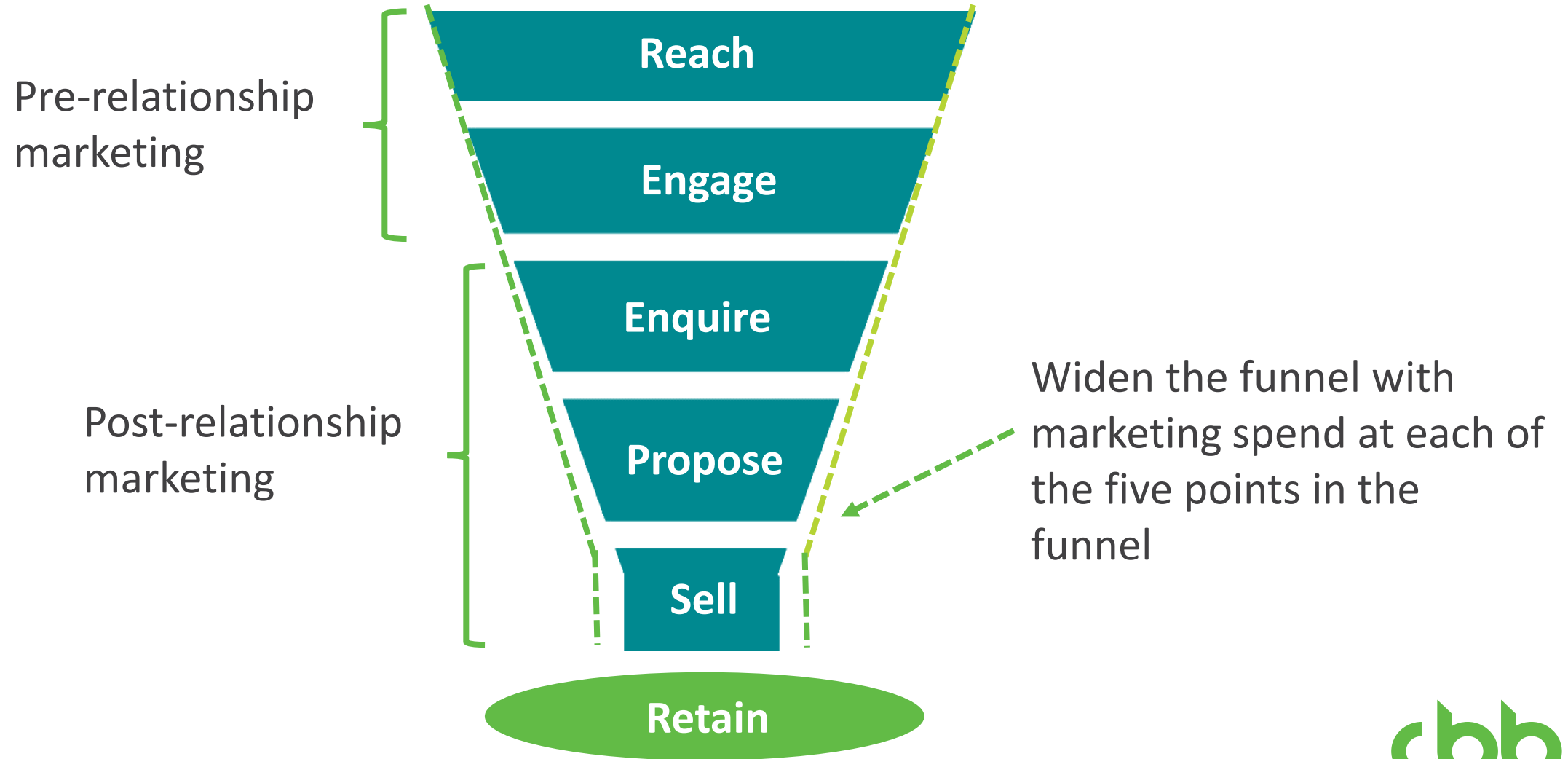
- ▶ Bring together the P's
- ▶ Creating the marketing budget

Marketing budget

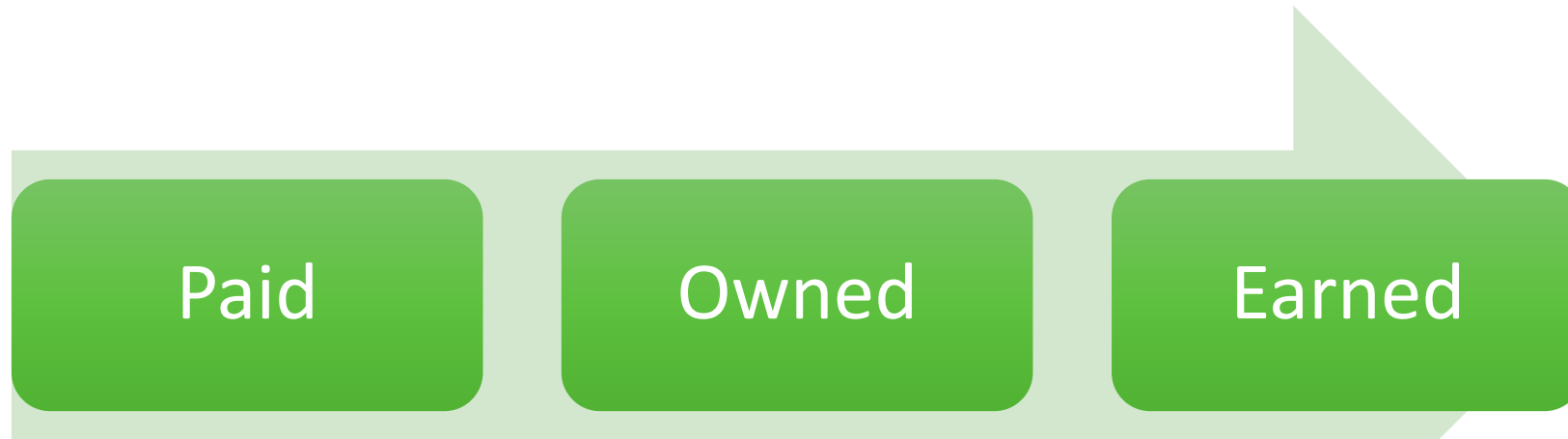
Activity	Unit and Unit rates	Sub-total	Anticipated ROI
Example: Run campaigns on Facebook to boost posts with an aim of attracting new clients	4 posts x \$200 each	\$800	16 leads
1			
2			
3			

Part 4: Promotion

Customer funnel



Types of media to reach potential customers

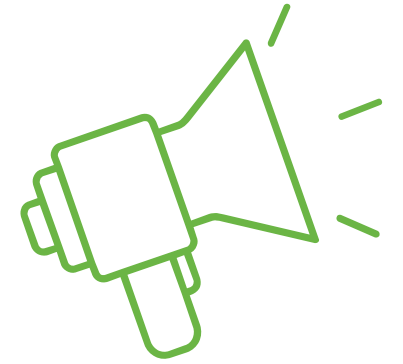


- ▶ Guarantee reach
- ▶ Control the message
- ▶ Direct to owned media

- ▶ Convert leads
- ▶ Develop a relationship

- ▶ 'Word of mouth'
- ▶ Social proof
- ▶ Manage reputation

Everything Communicates (Assets)



▶ Marketing

- Collateral
- Website/Platforms
- Advertising
- Content

▶ Brand/product

- Reputation
- Awareness/value
- Product/service experiences

▶ Physical

- Space
- Merchandise
- Vehicles
- Office

▶ Intellectual

- Professional know how
- IP
- Customer knowledge
- History
- Content

▶ Human

- Staff
- Customers
- Champions/spokespeople

▶ Partners' assets

- Collaborators
- Competitors
- Funders
- Media

Example - specialist disability provider

Existing assets

- ▶ Database with 1,000 names, of whom 300 are existing customers
- ▶ Contact centre
- ▶ Quarterly newsletter
- ▶ Website and social media channels

Audience

- ▶ Existing customers – 300 people
- ▶ Potential new customers – 700 people who are on the database

Assets to better utilise

- ▶ Database – checking records up to date
- ▶ Social media – connect potential customers
- ▶ Newsletter – could be easily sent to more of the potential customers if their details were up to date

Media to focus on

- ▶ Owned – website and social media
- ▶ Earned – word of mouth promotion from existing to potential customers

Part 5: Customer journey and experience

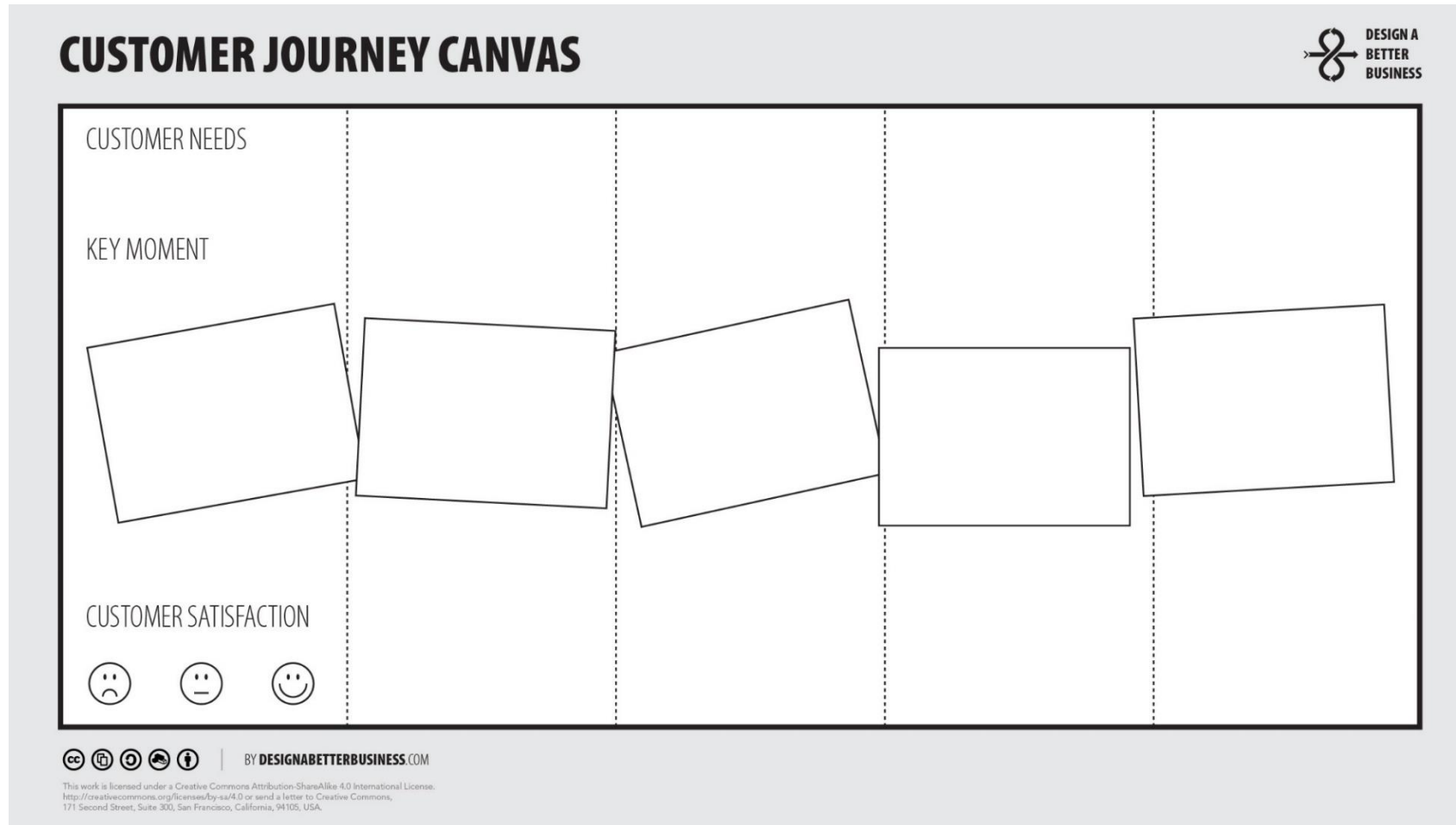
Keeping existing customers happy

- ▶ Deliver (or over-deliver) on your proposal to ensure customers stay with you
- ▶ Cultivate the relationship and let the customer know how appreciative you are of their business
- ▶ Aim for the customer to stay with you for their life-time (dependent on your service and target demographic)
- ▶ Focus on an end to end customer experience
- ▶ Up-sell to other services

Building a customer centric culture

- ▶ Recruiting for customer service values
- ▶ Measuring/reporting customer service indicators
- ▶ Integrating into performance management and role modelling the right behaviours
- ▶ All roles need to be customer focussed

Customer journey mapping



Customer journey mapping

- ▶ Provides insights into how customers experience a product or service, as well as how they might be better served or even delighted
- ▶ Customer journeys are not linear. A customer can jump from one phase to another
- ▶ Helps to look at products and services through the lens of the customers
- ▶ One outcome will be identifying quick wins to act on immediately
- ▶ The customer journey is relevant for everyone. Everyone on the team, and in your company, must understand what your customers experience, how they feel, what they struggle with, and how you can improve the experience

Customer journey - example

Speech
Pathologist
Unregistered
Provider

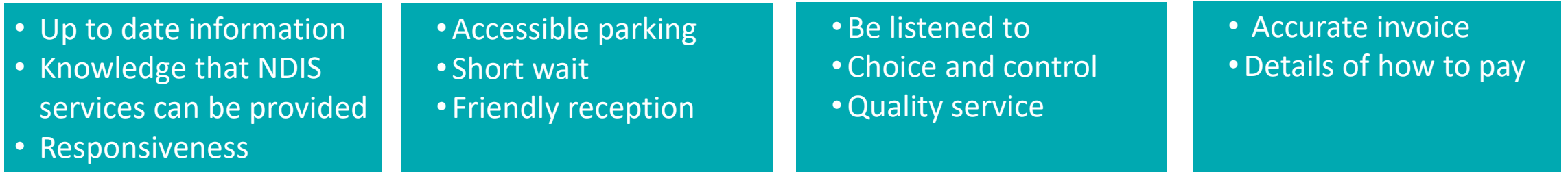
Customer persona

Self-managed NDIS participant seeking speech pathologist services

Touch points



Customer needs



Customer satisfaction (mood)



Customer feedback and complaints

- ▶ NDIS providers (registered and unregistered) require a complaints management system:
 - ▶ relevant to supports delivered in your registration group
 - ▶ compliant with NDIS Complaint Rules 2018 and follow principles of fairness and natural justice
 - ▶ relevant to the size and scale of the provider & scope and complexity of supports
 - ▶ accessible, advice on access to advocates, and how to complain to the NDIS Commission
- ▶ Customer feedback system – customised to your organisation
- ▶ EXTENSION: Look at Net Promoter Scores

Next steps

Summary of today's webinar

- ▶ Connecting business strategy to marketing strategy
- ▶ Marketing strategy
- ▶ Marketing plan
- ▶ Marketing mix
 - Product, Positioning, Price, Place, Promotion
- ▶ Promotion
- ▶ Customer experience and journey

Things to do next...

- ▶ Review the questions in the activity worksheet and the Business Plan template
- ▶ Visit the website for resources
- ▶ Visit the Facebook page

Next time



- ▶ Strategies for Success Q&A: 6 October
- ▶ Sustainability in the NDIS webinar: 13 October
- ▶ Sustainability in the NDIS Q&A: 20 October

Thank you



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