



NWD SYSTEM: BUSINESS CASE TOOLKIT

Section 5: Developing a Marketing and
Communication Strategy



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Section 5. Developing a Marketing and Communication Strategy

Overview



Communication and marketing shape the way people who use services and supports as well as leaders, policymakers, funders, and the general public

view the NWD System. Developing tools such as infographics, fact sheets, slide decks, and data stories can align the message and vision of the NWD System, as well as advance the business case for growth and sustainability of the NWD System and its components.

A marketing and communications plan is the driver that will move you from strategy to action. It should be a dynamic document that flexes to accommodate a changing marketplace and evolving priorities. Marketing and communications should strive to focus on data and the story that it tells for each of your stakeholders. While you can develop a marketing plan for a single target audience, your strategy for marketing to and communicating with *each* of the stakeholders you identified in your environmental scan will contribute to your [Business Plan](#). Similarly, while you should create a marketing and communications plan for your overarching state NWD System, you may also develop marketing plans for specific localities or sub-programs.

Snapshot from the 2019 NWD Grantee Business Case Collaborative: Tailoring Data to Audience

Your marketing and communication strategy will differ for each audience. Each audience will find certain data compelling based on its priorities. For example, information on reduced readmissions may be influential for a hospital, while an emphasis on cost-saving Medicaid HCBS may be important for state legislators. During the Business Case Collaborative, Indiana held a strategy session to discuss the best data points to include on the infographic that would engage members of the Indiana General Assembly and support their work with stakeholders and in setting policy for the state.

Do This!



Step 1: Construct a marketing and communication plan

Building on your operational assessment and environmental scan of partners, competitors, and the external marketplace, construct a marketing and communication plan using the template in [Appendix M](#). Consider the needs, “pain points”, and priorities for each of your stakeholders, then determine the best marketing and communication strategy for each.

Step 2: Develop marketing and communication tools

Once your plan is approved through your governance structure, develop marketing and communication tools such as fact sheets, a website aligned to various audience types, pitch decks, or infographics. You may use the infographic, pitch deck, and memo templates contained in [Appendix O](#) as inspiration to develop a visually appealing, informative, and compelling marketing tool. A few examples of marketing tools developed through the Business Case Collaborative are located in [Appendix P](#).

Step 3: Continually update your marketing and communication strategy

As you monitor partner needs and circumstances through your ongoing environmental scan or identify new partners, you should also continue reviewing your marketing and communication strategy. Make updates to your plan as partner needs and NWD System offerings change over time.

Step 4: Measure the impact of your marketing and communication effort

Measure the impact of marketing and communications dissemination by including success factors, associated data collection, and monitoring in your business plan.

Additional Resources



- [E-Learning Primer on Building Business Acumen for CBOs: Marketing Strategy and Competitive Analysis](#). This four-part course provides guidance to CBOs on understanding their value and marketing their services.