Mobility Tool Kit Step 3:
Analyze stakeholders
marketing n: The management process through which goods and services move from concept to the customer.

It includes the coordination of four elements called the

Four P's of marketing:
1. Identification, selection, and development of a product
2. Determination of its price
3. Selection of a distribution channel to reach the customer's place
4. Development and implementation of a promotional strategy
marketing n:  The management process through which goods and services move from concept to the customer.

To keep in mind:
For service-based business, the marketing mix is made up of seven P's:
1. Price
2. Promotion
3. Place
4. Product
5. People
6. Physical evidence
7. Process
Communication is a means of connecting people or places. In business, it is a key function of management – an organization cannot operate without communication between levels, departments, and employees.

communications n.: Two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas, and feelings but also create and share meaning.
Increase participation in the market or strengthen current market presence
Support the growth and profitability of the organization

Areas of focus:
• Strategy
• Market research
• Product development
• Communications
• Support to sales efforts
• Networking

Areas of focus:
• Inform
• Educate
• Persuade

Areas of focus:
• Messages
• Channels
• Audiences / Personas
Vision
An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future.

It is intended to serve as a clear guide for choosing current and future courses of action.
Marketing and communications and your organization

Mission Statement
A written declaration of an organization's core purpose and focus that normally remains unchanged over time.

Properly crafted mission statements
• Serve as filters to separate what is important from what is not
• Clearly state which markets will be served and how
• Communicate a sense of intended direction to the entire organization.
Marketing and communications and your organization

Corporate Values
The operating philosophies or principles that guide an organization's internal conduct as well as its relationship with its customers, partners, and shareholders.

Core values are usually summarized in the mission statement or in the company's statement of core values.
Marketing and communications and your organization

Organizational Goals
The overall objectives, purpose, and mission of a business that have been established by its management and communicated to its employees.

The organizational goals of a company typically focus on its long-range intentions for operating and its overall business philosophy that can provide useful guidance for staff.
Marketing and communications and your organization

How does this apply to social work regulatory boards?

• Boards already have websites to inform licensees and consumers
• Should boards use other marketing channels?
• Facebook? Twitter? Email?
Marketing and communications and your organization

How does this apply to social work regulatory boards?
Effective marketing and communication make your job easier!
Effective marketing and communication make your job easier!

Better informed stakeholders mean:

- More complete applications
- Fewer questions from candidates
- Better informed legislators
- Better informed licensees
- Bigger pool of potential board members
Have questions about the exam?
Here’s everything you should know about the exam as you apply to become an RSW in British Columbia.

February 23, 2017

BC CSW
British Columbia College of Social Workers

Before the Exam

1. Apply to BCCSW
Complete the application for registration with the BC College of Social Workers.
bccsw.ca

2. Register with ASWB
After receiving approval from BCCSW to write the exam, register with ASWB.
aswb.org

3. Book an Exam
Using the authorization ID given by ASWB, book your exam with your Pearson Vue exam centre.
pearsonvue.com/aswb
Stakeholders can affect or be affected by the organization's actions, objectives, and policies.

stakeholder n: A person, group, or organization that has interest or concern in an organization.
Marketing Persona

An in-depth representation of your ideal customer that reveals insights about your buyers’ decisions (specific attitudes, concerns, and criteria) that drive prospective customers to choose you, your competitor, or the status quo.
**Persona Profile**

**Persona name**: Amanda

**Roles**: Digital Marketing Manager, Marketing Manager, Agency Owner

**Industry, geographic or other segments**: B2B

**Reports to**: VP Marketing or Agency Owner

**Education**: Bachelor's in Marketing, Advertising, Communications, or equivalent experience

**Solutions, Sales Play or Campaign**: Email Marketing

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**MY RESPONSIBILITIES**
- Effective planning and implementation of marketing content
- Establishing and adjusting strategies to meet goals
- Engaging in business partner relationships with clients and/or cross-functional resources
- Project management, executing reporting and presenting results
- Delivering work product and staying current with industry standards and trends.

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**HOW I AM EVALUATED**
- Knowledge of marketing project workflow process and digital process lifecycle
- Attention to detail and accuracy
- Quality of written, presentation and verbal communication skills
- Knowledge of digital and social media analytics
- Budget management, metrics and reporting, especially demand generation
- Ability to work as a member of a persuasive and effective team

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**INFORMATION RESOURCES I TRUST**
- Business professionals (peers)
- Consultants
- Internet / websites
- Business social media
- Events / conferences
- Personal social media
BACKGROUND:
- Business Owner / Practitioner (small practice)
- Highly educated (Masters)
- 5-20 years as a social worker
- Married, 2 kids, own a home

DEMOGRAPHICS:
- Skews Female (Ethnically diverse)
- Age 30-45
- Dual HH Income: $110,000
- Metropolitan

IDENTIFIERS:
- Drives a modest vehicle
- Achiever
- Stand for social justice
- LGBT issues
- Social media / Web / mobile / text
- Prefers to scan emails in the evenings

SHARON - THE PRACTICE OWNER

GOALS:
- Sustainable client list
- Minimize non-client time spent
- Improving reimbursements
- Stay current through continuing education

CHALLENGES:
- Safety
- Workload/Limited Resources
- Stress/Compassion Fatigue
- Challenging Clients
- Managing a financially viable practice
- Feels stretched at times
Marketing Persona

An in-depth representation of your ideal customer that reveals insights about your buyers’ decisions (specific attitudes, concerns and criteria) that drive prospective customers to choose you, your competitor, or the status quo.
Activity: Who are your stakeholders?

- Create a list of stakeholders for social work mobility in your jurisdiction
- Develop personas for those stakeholders
Persona: Established licensed clinical social worker

- Established career, could be in agency setting or private practice
- Passed ASWB exam to become licensed
- Provides supervision for social workers pursuing clinical licensure
- Children are finishing high school/in college
- Older parents live out of state and are starting to need more help
- Considering long-term career options—part-time work? Electronic practice?
What are the biggest categories within your audiences?

• Licensees?
  Public?
  Legislators?
  Fellow regulators?
  Applicants?

• What distinctions matter?
  Age? Gender? Career path? Personal life?

• What do you already know about your audiences on average?
Go!

- Develop a top-level list of your audience categories
- Identify one subgroup of one category and develop a marketing persona for that audience
Channels

Marketing and communication **channels** are the media used to reach your audience:

- Email
- Social media
- Website
- News releases
- Presentations
- What else?
Coordinated messages sent through established channels to your audiences

- Email announcing new online renewal processes
- Social media post explaining CE requirements
- Website announcement about board meeting schedule
- News release about new regulators appointed to your board
- Presentations to social work students in MSW and BSW programs about licensing
- What else?
Go!

- Using one of the personas you developed earlier, what channels would you use to get a MOBILITY MESSAGE to that person?
- Considering the strengths of that channel, what would your MOBILITY MESSAGE say?
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