

How to develop market engagement strategies

Market engagement strategies will help you design communications to engage existing clients and attract new clients.

Market engagement strategies involve the use of different approaches across various communication platforms to engage people and create meaningful interactions over time. This guide brings together areas covered by:

- [How to evaluate market segments](#), and
- [How to create a compelling Value Proposition](#).

The most successful use of market strategies ensures that you're engaging with your clients and stakeholders during each stage of their lifecycle: from when they first begin to use your services, to keeping them involved in your organisation and finally in converting them to become your advocates.

Deciding who your clients are and how you are most likely to acquire new clients is a valuable step in determining the best communication methods. Communication also needs to occur with other stakeholders such as client families, friends and other service providers. Also refer to [How to identify \(and manage\) primary and secondary stakeholders](#).

Bonds can be built through many different channels — whether engaging with clients face-to-face or on social media, channelling them to your website and personalising content, or developing other communications relevant to their needs.

Understand Communications Pathways

Your key client market segments will have preferred communication channels. These may be direct and/or indirect.

Direct

Your clients may prefer direct verbal and/or visual communication. Direct contact enables clients to express their thoughts and feelings and provide you with feedback immediately.

Indirect

This includes phone, mail, email etc. These communication methods are more efficient than face-to-face processes, they may require prior approval processes to ensure messages are accurate and consistent.

Develop consistent, clear communications

Messaging to clients and stakeholders must be consistent.

- Explain your value in service terms (e.g. our service *creates* independence)
- Link it to tangible outcomes for the client (e.g. being able to catch a bus/use assistive devices)

- Always use the most relevant channel for your chosen market (e.g. SMS may be most appropriate for some clients, whereas emails may be preferred by intermediaries).

Also refer to [How to write a communication plan](#).

Consider outside help

You may not have experience in using some possible marketing tools such as digital campaigns or public relations. These may give you the immediate help you need to ensure your messages are consistent and reach your target audience. They may also enable you to nurture your image and establish your brand.

Ultimately you want to create meaningful content to humanise your brand to encourage long term engagement with your clients and their families. You may need a blend of strategies to achieve the reach to your primary segments (clients and secondary markets).

Decide whether your budget could support the services of a public relations or communication partner on an as-needs basis. If you go down this path, you should prepare a brief to explain what you need.

Resources

Australian Marketing Institute (AMI) – [The Marketing for Good NFP guide](#) has some good references on pages 6/7 and 10.

Referenced links

- [How to evaluate market segments](#)
- [How to create a compelling Value Proposition \(Mission Statement\)](#)
- [How to write a communications plan](#)