

Development of a Marketing Strategy and Framework

Background

Leading into an NDIS environment, Inala wanted to increase its visibility in the market and communicate its point of difference to potential new clients by developing the Inala brand and a plan to communicate to existing and new clients, families, guardians and carers about Inala's services and why they are different from the rest.

Inala needed to develop a marketing strategy and framework to sell themselves moving forward in the new world of NDIS.

The best way to do this was to engage Marketing and Communication Consultant to provide Inala with a plan in which to execute which would allow consumers readily available and easily understood direction in regards to their choice of service provider for people living with disabilities.

The process

Disability Services Consulting was engaged.

Several segmented workshops were then held with all key stakeholder groups including staff, board members, families, clients, volunteers and community supporters with over 200 people attending the workshops.

Workshops aimed to gain a deeper understanding of how stakeholders viewed Inala thus helping to determine Inala's strengths and weaknesses and also its point of difference. Family workshops additionally identified current "service gaps" which were priorities for families. This information would help create the framework for a marketing plan and rebranding.

A marketing plan was developed outlining what Inala needs to do to lift its visibility in the market and communicate its point of difference to current and potential new clients, families and supporters. Part of this process was to update our logo and develop new taglines that sum up exactly who Inala re.

Lessons learned

- The ability to rebrand and market our services starts with engaging our current stakeholders to find out what they need and want and what they think you do well and could do better. A huge part of developing the new brand was to hear from our most trusted supporters who let us know what unique qualities they experienced at Inala as an organisation as well as identifying areas of current and future 'market' need for families.
- Appreciative Enquiry – a valuable tool for gaining this information from current stakeholders
- Word of mouth will be one of the most important marketing tools in an NDIS environment – most consumers will talk to current users, ask their current provider or a professional
- Our biggest marketing and service design assets are our current clients, families and staff
- One of Inala's biggest strengths is their loyal and passionate staff who will be their best ambassadors, helping to build the Inala brand.
- Online review services – Disability Services Trip Advisor type websites – mean that customer service is even more important and customer service training is essential
- "Marketing" an authentic service is much more about listening to people's questions and needs and less about "selling a service offering".
- We have a lot of work to do. As disability providers marketing is new to us all and a skill where we need further development. This was a great first step.