LEARNING FROM YOUR CUSTOMERS
Data-based Decision Making

Data-Based Marketing Plan

<table>
<thead>
<tr>
<th>Actual product</th>
<th>What behavior will we promote?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority population</td>
<td>Which segments will we give the greatest priority in our program planning?</td>
</tr>
<tr>
<td>Core product</td>
<td>Which benefits will we promise?</td>
</tr>
<tr>
<td>Position</td>
<td>How can we best distinguish our product from the competition?</td>
</tr>
<tr>
<td>Augmented product</td>
<td>Goods and services to enhance adoption?</td>
</tr>
<tr>
<td>Price</td>
<td>How can we lower costs and other key barriers?</td>
</tr>
<tr>
<td>Placement</td>
<td>Which partners should we mobilize? Which distribution channels should we use?</td>
</tr>
<tr>
<td>Promotion</td>
<td>Which spokespersons, information channels, message design guidelines, and activities should we use?</td>
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Deep Understanding
**Initial Planning**
- Background, purpose, behavioral focus
- Situational analysis
- Identification of information gaps needed to develop marketing plan
- Develop formative research plan
- Design and conduct formative research

**Research Plan**
- Who will conduct the research?
- Who will you study?
  - Who: types and source
  - How: Recruitment strategy
  - How many: Sample size
- How will you collect the information?

**Data Sources**
Existing Data

- Published information
- Program data
- Program Reports
- List serves and newsletters
- Other
  http://www.cdc.gov/healthmarketing/

Primary Data Collection

Qualitative

- Discovery
  Identify potential factors
  Create vivid profile of segment
- Prepare survey instruments
- Interpret quantitative findings
Quantitative

- Estimate or measure
  - How many?
  - How much?
  - How important?
- Identify determinants statistically
- Evaluate impact

Data Collection Techniques

- Observation
- Individual in-depth interviews
- Focus groups
- Surveys
Participant Observation
- What could we observe?
- How could we participate?
- What will it teach us?

Key Observations
Individual or group interviews
What will they teach us?

Use open-ended questions
Dig deep into feelings and attitudes
Adjust questions to fit situation
Explore complex subjects or decisions
Combine with structured questions
Focus Groups

- Watch group interaction
- Generate breadth of ideas quickly
- Encourage self-revelation
- Identify suppressed themes

List of Problems

- Embarrassment
- Disliked food package
- Long waits
- Repetitive education
- Lack of child care
- Rude treatment by cashiers
- Rude treatment by WIC staff

Survey

- What could we learn from a survey?
## Doer versus Non-Doer Analysis

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<tbody>
<tr>
<td>Experienced Problem</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Did Not Experience</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
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<tr>
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## Types of Surveys

- Central location intercept
- Internet Panels
- Mail
- Door to door
- Mobile technology
- Telephone
Selecting Survey Methods

- Access to participants
- Time and personnel needed
- Geographic dispersion
- Complexity of questions
- Interviewer assistance
- Other factors

Regression Results

- Waiting too long to receive food cards
- Being treated poorly by clinic staff
- Feeling embarrassed to be on WIC
- Rude treatment by grocery clerks