

# Regional Integrated marketing

For Bottom Line Profitability

## Case Study Group facilitation Dubbo City Council Business Unit Marketing Plans

### The Organisation

Dubbo City Council is an large regional council in Central NSW

### The Idea

Dubbo City Council has several organisations owned by Council but operate as their own profit centres. Each of these businesses needed to develop a marketing plan for the next three years. RIM was consulted to develop a one day marketing planning seminar for the heads of these business units to assist them to put together their plan.

### The Process

RIM developed a tailored one day workshop that included:

- ◆ Powerpoint presentation on marketing concepts integrated with a 'developing your marketing plan' workbook which was used in various exercises throughout the workshop and contributed to the various elements of a marketing plan.
- ◆ Interactive group exercises to help tease out relevant external and internal factors that would affect their marketing plan.
- ◆ Development of an internal network of support for business unit heads to assist with plan development.

### Hurdles

- ◆ Presenting the information in a way that was fun and interactive to a range of audience interests and skills base
- ◆ Presenting to varied business, both in size and function required tailoring the presentation 'on the hop'.
- ◆ Answering questions on a disparate range of topics and industries
- ◆ Being able to give participants at all levels ideas to take back with them to immediately implement into their own business units

### Results

- ◆ Business managers were able to break down the complex task of a marketing plan into 'bite-size' pieces which made it much more manageable and less overwhelming.
- ◆ By sharing experiences and facts about their business units through facilitation in the workshop environment business managers glean a better understanding of the marketing concepts.
- ◆ Brainstorming in groups enabled the generation of some useful marketing tactics which were able to be shared amongst the group



**DUBBO**  
CITY COUNCIL

#### Our product/offer



• What is your product?

– Use the sheet provided to list the components or attributes or features of your product/service

#### Features vs benefits

• Features

Facts and hard truths about the product/service (like specifications)

• Benefits

How the product/service can make the customer feel.

#### Marketing Mix

- Product ✓
- Price ✓
- Promotion
- Distribution (place)



#### Distribution

• Major channels of distribution

