

Doing Science with a Marketing Plan: Developing the Rapid Benefit Indicators Approach

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RAPID BENEFIT INDICATORS (RBI) APPROACH

- Available approaches to help choose wetlands for restoration are hard to use because they require lots of training and resources, and most emphasize geophysical characteristics.
- Working with prospective users throughout the process, we developed the RBI approach to be user-friendly and more indicative of direct benefits to people.

Template for Marketing Please take one!

4Ps+1 Marketing Plan Template for Scientists	
Product: What you (the scientist) put into the exchange	
a. What is your product?	
b. Who are the target users of your product?	
c. What similar products are available?	
d. Who are the users of these products?	
e. Why are people using these similar products?	
f. What are your product's strengths?	
g. What are your product's weaknesses?	
h. Who will provide help using your product?	
i. Who will maintain your product if it's broken?	
j. Any future related products?	
Promotion: How you (the scientist) advertise the benefits of the product	
a. How is your product different from similar products?	
b. Which of your or your organization's branding elements will be built into your product?	
c. When are target users most likely to obtain and/or use your product?	
d. What methods will you use to advertise your product?	
Price: What the tool/resource user puts into the exchange	
a. What does the user give in exchange for using your tool?	
b. What do you get in return from users of your product?	
Place: Where you (the scientist) deliver the product	
a. What direct development/distribution methods will you use to deliver your product?	
b. What indirect distribution methods will you use to deliver your product?	
c. Which conferences/workshops/seminars/webinars, etc. would be ideal places to present your product for target users?	
d. Which publications would be ideal places to present your product for target users?	
Partnerships: Collaboration with other groups	
a. Who are the development/distribution partners within and outside of your organization?	
Bonus: Assessment of Marketing Effectiveness	
a. Were you able to increase the visibility/publicity of your product? How?	
b. Were you able to get your product placed or referenced on different websites? How many?	
c. How many downloads did you receive for your product?	
d. How many people showed up to workshops demonstrating your product?	
e. How many projects did other people in your organization or network tie your product into?	
f. If you created any publications related to your product, how many citations did you receive?	
Reference	
Ojo, C., K. Mulvaney, M. Mazzotta, and W. Berry. 2018. A Marketing Plan for Scientists: Building Effective Products and Connecting with Stakeholders in Meaningful Ways. Solutions Volume 9 Issue 2 April 2018.	
https://www.thesoiljournal.com/articles/marketing-plan-scientists-building-effective-products-connecting-stakeholders-meaningful-ways/	



TAKE-HOME MESSAGES

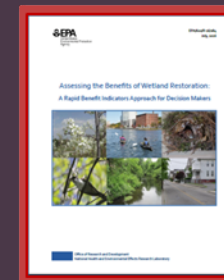
- Talk to stakeholders before the work starts
- Continue the conversations throughout development
- Deliver the product in a format that is easy to use and in ways that users will find it.
- Our template offers one process for scientists to follow in marketing their work.

Additional Reference:
Mazzotta, M., J. Bousquin, W. Berry, C. Ojo, R. McKinney, K. Hyckha, and C. G. Druschke. 2018. Evaluating the Ecosystem Services and Benefits of Wetland Restoration by Use of the Rapid Benefit Indicators Approach. Integr Environ Assess Manag 2018:1–12 DOI: 10.1002/ieam.4101 Published 2018

BENEFITS OF USING THE PLAN

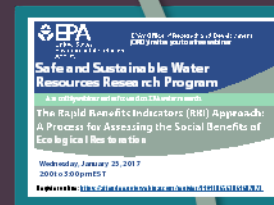
Product

We designed a **product** that fit a demonstrated need and is user friendly.



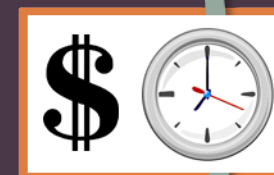
Promotion

The **promotion** was easy because the plan specified who to talk to as the tool was developed, and who to send it to when it was finished.



Price

Close consultation with the stakeholders helped keep the “**price**” low (in terms of time and money).



Place

We **placed** the tool in the hands of potential users: in peer reviewed papers, a guide book, workshops, seminars, and tool compilations, and the number of downloads (over 1,500 in the first year) show the success of the strategy.



Partnerships

We developed the RBI with the help of **partners**, so we knew that we had users for the tool when it was finished.



WHY MARKET YOUR SCIENCE?

- Scientists can no longer do whatever science they want, without thinking of who will use it, hoping it will be useful.
- We used a marketing plan, a framework more commonly associated with business, to develop the Rapid Benefits Indicator Approach. The plan helped us:
 - Connect with users before the research was started
 - Identify users' needs
 - Work with users throughout the process
 - Deliver timely and useful products

WE DEVELOPED A SCIENCE MARKETING TEMPLATE USING THE 4Ps+1 APPROACH

Product: What the seller/scientist puts into the exchange

Promotion: How the seller/scientist advertises the benefits of the product

Price: What the buyer/user puts into the exchange

Place: Where the seller/scientist delivers the product

Partnerships: Collaboration with other groups