

Marketing Options

Medium	Target Audience	Recommendations	Estimate
Direct Mail - flyer, poster or post card	Physicians (Peds, FP, OB) general public	Easy-to-read flyer with bullet points highlighting services available and goal of the program. Two-color, 12x18 inch design. Encourage physicians to post or mass mailing to targeted zip codes, income levels, family sizes, ect.	\$2,000 (# - 10,000) for the poster. (Without postage)
Brochure	General Public	Questionnaire in existence is good however, we need to include program name, reduce the weight and make it easier to "fill out". Also needs a call to action.	\$7,000 (# -75,000)
Brochure or folder	General Public	Folder that explains services of the program and a pocket to add locality information for easy mailing. Bright colors, professional.	\$10,000 (#-25,000)
Bi-Annual News bulletin	Physicians	Newsletter-type that reminds physicians of the program and announces any additions, new programs, success stories ect. Begin in May - Early Intervention Month	\$2,500 (# - 10,000) (does not include physician list)
Direct Mail - letter	Industry	Localities need to identify major industry and we can write a letter which offers speakers, health fair participation and review sponsorship opportunities for TV, Radio and Print marketing efforts.	Local
Press Releases	General Public	Should go out monthly. These should initially introduce the new program and then highlight interesting cases.	\$3,000
Media Pitch	all audiences	Pitches should be made to the broadcast media (mostly TV). If we have a media partner, encourage coverage of interesting cases.	Local
Display	General Public, Industry, Physicians	Professional, table-top display. This can be "borrowed" by all localities to use at health fairs and speaking engagements. Billboard design that is part of the set-up.	\$5,000

Health Fairs -	General Public	Using the display, make information available at local carnivals, state and county fairs. Many provide locations for such information to be available to attendees.	Local
Health Fairs	Industry	same as county fair display to provide information to employees. Companies (occ-med programs) are interested in free participants particularly for services that they don't have to pay for through insurance.	Local
Speakers Bureau	Community Organizations (Lions Clubs, Women's groups, Rotary, ect.)	Approach Lions Clubs, Women's Groups, Child Care Centers, Rotary Clubs, ect. to have representative speak regarding the importance of early intervention and the mission of the "Virginia's Babies Can't Wait" program.	Local
Speakers Bureau - internal	General Public	Organize our own "talk" to discuss what to look for, how children should be progressing, who is appropriate for this program. Give parents something tangible such as a progression chart to take home.	\$5,000
Radio Tour - Public Radio	General Public	Identify program "director" either from the localities or, preferably, from the state office to tour public radio stations. Pitch the opportunity to the noon news personnel to interview our "expert" and announce the program, "Virginia's Babies Can't Wait".	\$1,000 for travel expense
Advertising - Radio	General Public or physicians	We need several audio PSA's - Approach local stations for partnerships or sponsorships of medical programs (sponsorships are a good way to increase name recognition)	\$2,500 (2 60's)
Advertising - Print (options include: Newspapers, Medical magazines, tabloid papers)	General Public, physicians, industry	For the urban markets, suggestions include parents magazines (there are three free to the public tabloids in the state- Richmond, Tidewater and Northern Virginia) Pediatric, Family Practice, General Medical and OB societies may allow discounted advertising for non-profits. Also military newsletters Ads needs to be bi-lingual, 2-3 columns wide with varying heights. All should include 800# and web-site information and should have a call-to-action.	\$2,500 (4 sizes each of newspaper, tabloid and magazine formats in English and Spanish.)
Advertising - Yellow Pages	General Public	Strongly encourage a listing in the yellow/white pages (government section?) for "Virginia's Babies Can't Wait" list under all applicable departments (Education, Health, Mental Health)	\$1,000 (design)

		in all localities	
Advertising - Billboard (roadside)	all audiences	Excellent to increase name recognition. Message should be 5-7 words. Possibility of partnership or purchasing design costs in return for usage when boards are blank.	\$1,500 (design)
Advertising - Billboard public transportation	General Public	In urban areas, contact buses, metro and other forms of public transportation to review PSA guidelines. (In Richmond, we can advertise on GRTC for \$1 plus artwork for non-profits when space is available.)	\$800 (design)
Advertising - TV	General Public	Contact general sales managers (possibly state contact such as Sinclair (Fox) affiliates. Approach as a media partner for ad campaign. Agree to pay for creative. They in turn can "sell" sponsorships to local businesses. Great public service campaign. Businesses are interested in being involved to improve image. The ad placements will be paid for by sponsors (they get a tag on the ads)	\$15,000-video \$40,000-film 2 30's 2 10's
Advertising - TV	General Public	Contact local hospitals/industry to joint sponsor ad campaign in return for tag on the ads.	\$25,000
Advertising - Posters	General Public	Posters should be placed in local businesses such as fitness centers, hair salons, health centers, child care centers, grocery stores, hospitals, laundromats, physician offices. Adding "tear sheets" to the posters are beneficial to encourage call to action (Call this # for more information...)	\$2,000 (# - 10,000)
Direct Mail - Utility Co-op	General Public	Contact association headquarters for utilities to review distribution of flyers with utility bills or WIC checks. One sheet, low budget	\$3,000
Delegates letter-writing campaign	Delegates, General Public (executive branch)	Contact local delegates to encourage support of the program. Remember it is a federally mandated program which may encourage support on the state as well as federal government representatives. Possible use as spokespersons on our media may give them and <i>Virginia's Babies</i> additional media coverage.	\$2,000
Web siste	all audiences	domain name registration for easy to access web address.	\$200/yr
Tray liners (worked well in Hrsbg)	general public	approach Burger King and other fast-food chains to design tray liners with program name and information on them.	Varies

Pizza Flyers