

6 steps to success

WITH THE MARKETING HIERARCHY

1 AWARENESS: This is when the customer becomes cognizant of a health and wellness program. This step can be challenging, as awareness does not always equal understanding. There's no guarantee the customer will understand a community health program without obtaining more information about it. That's why dedication to customer education is crucial.

2 KNOWLEDGE: During this step, the customer begins to gain information about a healthy living program or opportunity. In today's digital world, consumers expect to gather product knowledge at the touch of a finger. However, your messaging can quickly get lost in the barrage of information currently delivered to customers and they can quickly become overwhelmed. It's important to present the details in an articulated manner.

3 LIKING: As the term indicates, this step is about ensuring that the customer likes the offered program. It's important that health organizations use trusted channels and techniques, such as recommendations from friends and family to promote offers. This source of trust will encourage customers to like and then pursue the program that is offered.

4 PREFERENCE: Because consumers might be offered more than one product or program in the health space, they could end up participating in any of them. At this stage, the organization wants the consumer to disconnect from rival products and focus only on its particular program. Therefore, it's vital that the organization or agency highlight benefits and unique selling points so consumers can differentiate from competitor programs when making their choice.

5 CONVICTION: By this point, a health organization is ready to influence the customer's desire to take action or purchase. Conviction should be encouraged by allowing customers to test or sample the program. This reassures consumers that the action they take will be a safe one.

6 PURCHASE: Having proceeded through the first five stages, the customer is now convinced and ready to sign up for or purchase a health organization's program. This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without taking action. For example, a variety of different program options can encourage purchase while a complicated and slow website discourages participation.

