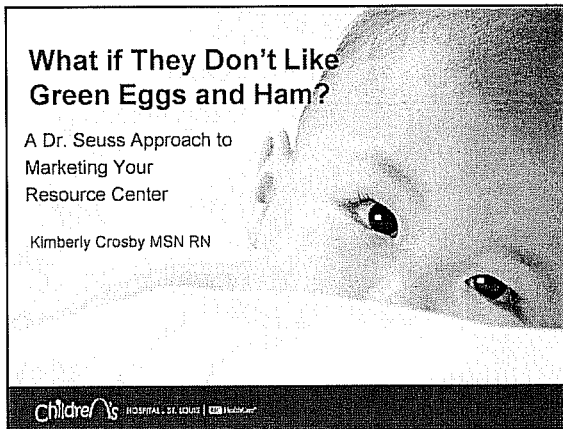


# What if They Don't Like Green Eggs and Ham?

A Dr. Seuss Approach to Marketing Your Resource Center

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Children's Hospital - St. Louis | HealthCare


What if They Don't Like Green Eggs and Ham?

**Your mission:**

Identify three marketing strategies you can implement in your Family Resource Center or Family Library upon returning home.

**Bonus mission:**

Decide how you will track the return on your investment (ROI) for these strategies.



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## Opportunities surrounding content

- Promoting new content
  - New books, brochures, articles
- Promoting existing content
  - Email list of favorites, monthly topics, review article for newsletter




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## Method of promotion to be used

- Window display
- bulletin boards
- poster display
- email
- newsletter




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## How will you measure ROI?

- Number of books checked out
- Number of emails opened
- Increase in requests made in a certain category
- People who mention they saw "display" and receive a free prize



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### Opportunities surrounding people

- Promoting to new clients
  - Employees, physicians, school nurses, parish nurses, teachers counselors, parents
- Promoting to existing clients
  - Repeat business



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### Method of promotion to be used

- Seminars, in-services & lectures
- Exhibit at Conference or Health Fair
- Staff meetings
- Newsletter
- Email



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### Tracking ROI

- Increase in number of overall clients
- Increase in new clients
- Increase in particular area of referrals
- Number of patrons who visit center after visiting booth at conference
- How many emails were opened vs. emails sent



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### Opportunities surrounding time

- Promoting a new time of service
  - Add weekend hours
  - Add evening hours
- Promoting an existing time of service
  - Come in early for coffee
  - Stay late for one on one with staff



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### Tracking ROI

- How many additional patron's are you serving?
- Are your slow times busier?
- Is your workload more evenly distributed?
- Patron satisfaction



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### Opportunities surrounding type of service

- Promoting a new service
  - Partner with dietary, a clinic or ancillary department
  - Be in tune with what is happening in the hospital
- Promoting an existing service
  - Find a champion in that area



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### Method of promotion to be used

- Promoting new services
  - Blitz of information around hospital
  - Table in high traffic area
- Promoting existing services
  - Anniversary of openings/beginning classes
  - Give bonus items away with service
  - Games

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### Tracking of ROI

- How many times is service requested?
- Number of people who stopped by?
- People who picked up marketing materials and filled out request form
- Attendees who signed up for a free prize

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### Action Planning

- What 3 opportunities will you promote when you return home?
- By when?
- How will you promote them?
- How will you know if you are successful?
- Exchange emails with the person next to you.
- Follow up!!!

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Questions?



Thank you!!!

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