

TABLE 14.1

## Marketing Strategy Worksheet

Marketing process	Example
Target audience	1. Teenagers age fourteen to eighteen who become pregnant
Market mix variables	Prenatal dietary counseling offered by dietitian
Product	Message: 1. Modify snacking behavior to increase nutrient intakes of vitamins A and B <sub>6</sub> , folic acid, calcium, and iron. 2. Gain adequate weight 3. Identify accessible food resources
Price	Miss class or afterschool activities; no monetary charge
Place	School-based health clinic
Promotion	<ul style="list-style-type: none"> <li>• School newsletter</li> <li>• Brochure in school nurse's office</li> <li>• Planned Parenthood clinics</li> <li>• Community family planning</li> <li>• Tailor counseling services to priorities of teens</li> </ul>
Competitive position	<ul style="list-style-type: none"> <li>• Offer at school where pregnant students spend day</li> <li>• Integrate into prenatal program for academic credit</li> </ul>

Source: Adapted from Ward M: *Marketing strategies: a resource for registered dietitians*, Binghamton City, New York, 1984, Niles and Phipps.