

Marketing and Communicating the Computer-Based Testing Conversion: Creating Value

Presentation for the
Association of Test Publishers

Creating a Marketing Plan: Not Telling and Selling

- Prepare an in-depth customer profile, including demographics and factors influencing the use of CBT
- Identify the advantages of CBT from a variety of perspectives
- Develop a strategy
- Identify tactics
- Create an implementation plan

Issues to Consider in Planning

- Will CBT close or open certain market segments?
- Will CBT negatively affect any customers? If so, how can this impact be minimized?
- What does the target market see as the key benefits?
- What fears do they have about CBT?

Issues to Consider in Planning (cont'd.)

- What unmet needs will CBT fulfill?
- Does the introduction of CBT impact the program's overall positioning strategy?
- Does CBT impact the program's competitive advantage?
- Do customers believe that the value added from CBT is sufficient to justify higher costs?

Conduct a Situational Analysis

- Identify opportunities and threats in the environment that may have an impact on the success of the conversion
- Identify the program's strengths and weaknesses related to conversion
- Assess where the program stands -can it take advantage of opportunities and minimize threats?

Develop a Marketing Strategy

- How do the customers perceive CBT?
- How do you ensure that customers understand the features and benefits of CBT?
- How do you ensure that the customer knows CBT is clearly distinctive from P&PT or other options?

Communication Tactics for CBT Conversion

First ask:

- Where do customers look for information about the program?
- When do customers seek out information?
- What type of information are customers looking for? (e.g., FAQ's)
- In what form do customers prefer to receive information?

Create an Implementation Plan

- Activities needed to implement marketing and communication tactics
- Dates for completion
- Individuals responsible
- Cost of the activities
- Resources required

Common Mistakes in Marketing CBT Conversions

- Focusing on the technical aspects, rather than creating value
- Confusing marketing tactics and collateral with strategy
- Spending too little on marketing efforts
- Spreading resources too thin

Common Mistakes in Marketing Conversions (cont'd.)

- Marketing too late
- Resting on the program's laurels