PCRS 2019 Marketing Plan

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Contents

Inspiring best practice in respiratory care

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Introduction and Objectives

PCRS intends to be seen as the respiratory leader within the lung health community, as an organisation creating a demonstrable impact in improving respiratory care.

This will be evidenced by a number of areas of measurable activity -

1. Benchmarking growth and performance against PCRS's peer group

2. Evidence of impact of each of PCRS' main campaigns

3. Making PCRS a 'must-have membership' for health practitioners working in respiratory care

4. Increased engagement and advocacy for PCRS amongst members

In general, PCRS aims to be seen as proactive and the leading organisation in the UK involved in raising the perceived significance of respiratory disease and influencing national policy.
Doing so will help attract corporate sponsors and help achieve PCRS' aims of financial stability.

We have identified and agreed that PCRS' immediate peer group consists of the following:

- British Thoracic Society (BTS)
- ARNS (Association of Respiratory Nurse Specialists)
- IPCRG (International Primary Care Respiratory Group)
- UKCPA (UK Clinical Pharmacy Association)
- Respiratory Futures
- For membership acquisition, RCGP and RCN should also be tracked.

Benchmarking activity involves:

- Marketing communications performance measured against this group throughout 2019.

- Content and activity planning designed with the intention of increasing PCRS' share of voice and leading conversations in which these organisations are also involved.

- Tracking competitive activity using Google Alerts for each.

- Establishing proactive and direct engagement with leading figures across these organisations.

PCRS has established a range of six key campaigns though which it intends to build measurable impact during 2019:

- Fit to Care - training of health professionals and spirometry. Better training = Better Care
- Asthma Right Care - dealing specifically with the over use of SABAs. This is a 'disrupting the market campaign'
- Pulmonary Rehabilitation as a long term treatment
- Respiratory Plus - involving consideration of long term conditions linked to respiratory disease, and a whole person approach inclusive of multi-morbidities
- Greener Respiratory Care - focusing on environment and waste efficiency
- Tobacco Dependency Guide

By the end of 2019, a key KPI is that PCRS should be perceived as the respiratory organisation leading in each of these areas, with the priorities being Asthma Right Care and the Tobacco Dependency Guide.

- PCRS should also be seen as leading respiratory management initiatives for Asthma and COPD. Here the focus is on information management and quality control, rather than a campaigning stance.

Firstly, PCRS should work to raise the level of awareness of the campaign areas with which it is involved:

- Fit to Care
- Asthma Right Care
- Pulmonary Rehabilitation

- Respiratory Plus
- Greener Respiratory Care
- Tobacco Dependency Guide

- Plus Asthma and COPD as general subjects

And then measure the impacts of doing so by assessing the following:

- Relevant website traffic - creating specific pages if necessary to explain these PCRS campaigns
- Tailoring general PCRS content to raise campaign awareness - see communications plan
- Understanding the areas of information, problems and issues PCRS' audience is most interested in
- Generating discussion, engagement and feedback
- The degree PCRS is the associated destination for these conversations on social media
- Affiliate Group involvement in these discussions
- Regular mention of these campaigns on In Touch
- Articles of interest in PCRU
- Development of training materials and their take-up, plus affiliated support.

- All campaign and key activity areas should be heavily marketed across PCRS media to develop spontaneous awareness of PCRS leadership in these areas amongst its core audience.

 In Q1 2019 we are piloting the Tobacco Dependancy Guide as key campaign area looking at:

- Microsite and App development
- Development of content with Cogora/Interactive education modules
- Reference Guide
- Standalone web pages
- PCRU articles
- Partner distribution - NPJ/Respiratory Futures
- Social media content
- Community discussion

Additionally, there is the option to seed content in media read by specialist interest groups central to PCRS' integrated care strategy - Pharmacists, Physiotherapists, Integrated Care Physicians and B2C Health interests.

Activity	Action	January	February	March	April	May	June	July	August	September	October	November	December
Campaigns													
Fit to Care	Scope Campaign Content Elements												
Asthma Right Care	Scope Campaign Content Elements		▓										
Pulmonary Rehabilitation	Scope Campaign Content Elements		▓										
Respiratory Plus	Scope Campaign Content Elements		▓										
Greener Respiratory Care	Scope Campaign Content Elements		▓										
Tobacco Dependency Guide	RePurpose Content, Develop & Implement		▓										
COPD	Identify discussion strands beyond planned content		▓										
Asthma	Identify discussion strands beyond planned content		▓										
Review				▓			▓			▓			▓
Tackling Tobacco Dependency Campaign													
Scope microsite (microsite wireframe – also app)	Draft wireframes/app UI		▓										
Develop content with Cogora	RHI			▓									
Repurpose content for interactive education	RHI/VB		▓										
Develop Reference Guide	RHI		▓										
Develop standalone web pages	RHI/VB		▓										
PRCU articles	RHI		▓					▓			▓		
Seed with partners – Respiratory Futures/NRJ	RHI/Social Media		▓										
Snippets for social media within specific content plans for each	RHI/VB		▓										
Community Platform launch discussion	Beta testing members invited					▓					▓		

- **The schedule above sets out core marketing activities for campaigns on top of and in addition to the tactical content already planned (shown opposite).**

- **This represents a shift for PCRS, moving beyond tactical news aggregation to strategically developing PCRS' profile nationally, and also becoming more overtly proactive and campaign-led.**

- **A positioning shift towards cause-led marketing enables PCRS to engage core audiences, develop greater perceptions of leadership and value and grow as a digitally-enabled network.**

PCRS in 2019 is focused on expanding its membership base - within general practice and, most importantly, from areas outside it including the following

- Integrated care practitioners
- Primary or community respiratory specialist nurses
- Other supervised clinicians
- Physiotherapists
- Pharmacists
- Researchers
- Non clinical NHS Service Managers

Actions

- Understand PCRS' current membership base and segmentation in detail by professional status, geographic location and level of engagement.
- Create content that encourage others to consider membership e.g. day in the life
- Investigate areas for recruitment through Affiliated Groups
- Develop targeted recruitment campaigns detailing features, advantages and benefits of membership e.g. mailings

We've created an interactive and anonymised map of current PCRS members, categorised by their professional status.

Geotagging membership using longitude and latitude data highlights where PCRS has a reasonable coverage, and where it has not.

Membership acquisition can be approached proactively using this data.

Targeted acquisition is an area for consideration during 2019.
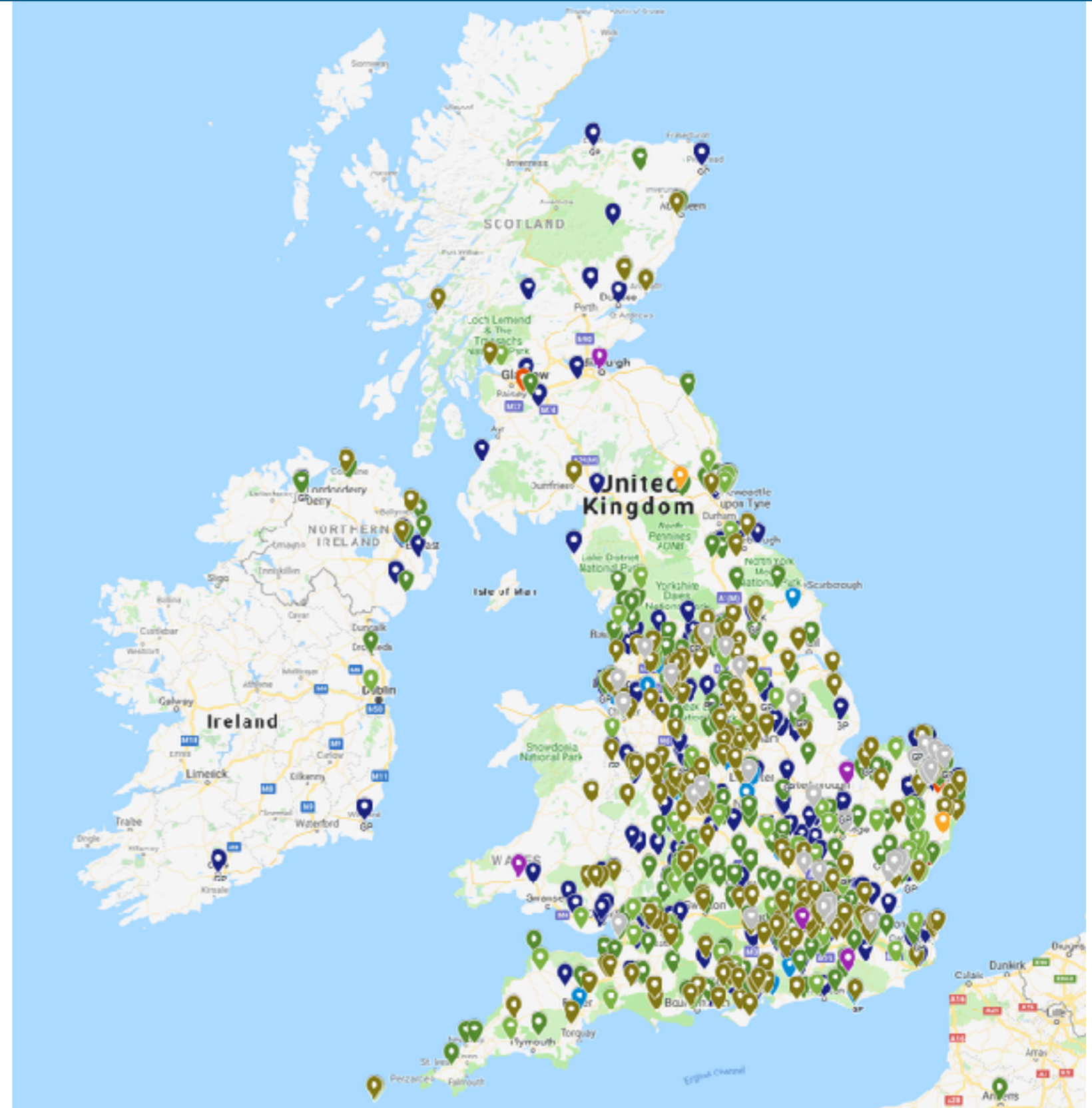
https://drive.google.com/a/visceralbusiness.com/open?id=1Hda6l4vi1p8LzvHzNAsZ8IsG0OhHJ_vc&usp=sharing

Looking at exit and lapsed member data, there is more than can be done to understand and minimise member churn:

- As well as providing up-to-the-minute respiratory care news, PCRS needs to build a more intimate relationship with its members by making communication more personal in tone e.g. exit survey.

- PCRS can also provide members with feedback about what they are responding to build inclusion.

- From a content perspective, there are discussion areas that PCRS can be seen to be leading through social media e.g. scope for 'at home' management, pressures on integrated care etc

- If PCRS' most popular content consists of e.g. NICE guidelines, where else can that information be obtained? What constitutes must-have feature and benefits beyond the Conference?

- We have discussed a members' community portal and this should be developed further before the Conference in September. An action is to progress this.

- Sharing and accelerating best practice knowledge can be a peer-to-peer activity facilitated by PCRS. PCRS needs to be seen as demonstrating new ways of working and succeeding.

PCRS 2019 Marketing Plan

Content Planning and Development

This schedule shows an outline plan for development across all key media and marketing channels in 2019

Website		
Rewrite 'About' page to introduce campaigns	Assess website structure and draft copy	
Track data analytics	VB/RHI	
Top pages - visits/dwell times/bounce rates/likes	VB/RHI	
Inbound/outbound	VB/RHI	
Referrals	VB/RHI	
Social Media: Facebook		
Structure campaign content plan	RHI/VB	
Introduce member generated and video content	RHI	
Introduce discussion content	RHI/VB	
Track data analytics	VB/RHI	
Social Media: Twitter		
Create lists PCRS members/ campaign activists	RHI/VB	
Include data generated content Asthma/COPD	RHI/VB	
Structure campaign content plan	RHI/VB	
Define and track key hashtags	RHI/VB	
Track data analytics	VB/RHI	
Membership Acquisition		
Rewrite induction, annual and exit communication	VB	
Consider referral scheme incentive 10% off	PCRS	
Consider micro-targeting by geographic area	PCRS	
Consider non GP members campaign marketing	PCRS	
In Touch Non Members		
Identify Most Active Non-Members – Audience Segmentation	VB	
Conduct Informal Research	VB	
Develop Campaign Content for Each Issue	RHI	
Create Human Stories for Non-Members	RHI	
Track data analytics	VB/RHI	
In Touch Members		
Identify Most Active Non-Members – Audience Segmentation	RHI/VB	
Conduct Informal Research	VB	
Develop Campaign Content for Each Issue	RHI	
Create Human Stories for Non Members	RHI	
Track data analytics	VB/RHI	
PCRU		
Add Campaign Content	RHI	
Corporate Partners		
Review current stakeholder marketing	PCRS/VB	
What's App/Community Development		
Evaluate Community Options and Costs	VB/PCRS/RHI	
Plan Onboarding Strategy Members/Non Members	PCRS/VB/RHI	
Seed Launch Content	RHI/VB	
Beta Testing	All	
Launch	All	
Community Moderation	TBC	
Track data analytics	VB/RHI	

- PCRS membership is extremely time hungry, so any engagement is as valuable and must be recognised as such.

- The priority for PCRS in converting non-members into members is recognising the value of digital engagement and forming a greater two-way dialogue with the core audience.

- Beyond In-Touch, there is the option to share content by email that's attentive, personal and generous e.g. new PCRU articles of interest on a sporadic basis, to encourage sharing of PCRS content beyond its existing non-member base.

- Geographic and professional status-based micro-marketing should be developed using e.g. The Tobacco Dependency Guide as a initiative of general interest.

- The option exists of making people more aware of other PCRS members by area.

- Community development should become a priority in 2019 using a digital platform that's mobile friendly, offers searchable content, that can synchronised with the website and generate quality engagement data.

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Summary

- PCRS is vulnerable as primarily a respiratory-focused news aggregator, so marketing must aim to enable PCRS to be seen as offering a must-have membership as a vitally important community of interest related to whole person and integrated health care as well as to specialist interests.

- Marketing activity needs to put PCRS' overall mission and campaigns front and centre of communications, with news updates serving this goal.

- In 2019, PCRS should aim for national membership coverage and PCRS representation of all areas of professional interest across the UK.

- The Tobacco Dependancy Guide is the initiative that can bring this new approach to life digitally and set precedent for other campaigns, attracting national interest and creating a point of difference for PCRS.

- To bring the networked dimension of PCRS' work to fruition, two-way dialogue and a membership community should be developed throughout 2019, together with a content plan for social media channels that supports all of the above.

- Data analytics will be used throughout the year to guide iterative development.