

INTEGRATIVE THERAPIES MARKETING PLAN



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Executive Summary

This document has been created by Western Marketing students to provide a marketing plan to Integrative Therapies. This plan discusses current customers, practitioner segments, and potential promotion avenues. Topics covered include, strengths, weakness, opportunities, and threats of customers, practitioners, and competitors. Through the research conducted for this plan, the conclusion states for Integrative Therapies to target a group therapy practitioner as a new hire, begin advertising they are currently hiring, more window advertisements on their building, and a promotional schedule for the social media platforms.

Situational Analysis

Company:

- **Background:** Being in businesses since 2008, Integrative Therapies is a collective of holistic practitioners, guided by Franciscan values, committed to offering affordable, compassionate, integrative healthcare for the common good. The next goal for Integrative Therapies is to add on additional practitioners to help continue carrying out their mission.
- **SMART Goals:** S (Specific): To hire a new practitioner at Integrative Therapies. M (Measurable) : The number of applications Integrative Therapies receive and the type of therapy they offer suits the clients. A (Achievable): Set a time table for how long you will look for a new practitioner, the number of applications you will stop at, and the amount practitioners you would hire. R (Realistic): Keep these numbers and time table realistic in order to successfully achieve this main goal. Search for a new practitioner for 3-4 and look to hire 1-2 and ensure they are a good fit for the current clients. T (Time based): Grand total of a month tops to allow for applications and hire 1-2 new practitioners.
- **Strengths:** Being in health care since 2008, Integrative Therapies is social justice oriented, meaning this company strongly believes in offering affordable health care to customers because it is the right thing to do and not about the money. With numerous customers on a fixed low income, they are able to pay what they can to receive a service impart to Integrative Therapies offering a pricing scale. Then, their location, which is on

the corner of Jackson Street and State Road, is simple to find and is a high traffic area. This allows for current and potential customers to easily see and access their building. Next, Integrative Therapies website has a strong presence online due to the type of services they offer in this area allowing them to have strong search engine optimizers. Following this, Integrative Therapies has an email list of 3,000 customers they consistently promote to and stay in contact with. Next, practitioners at Integrative Therapies are able to build a relationship with their clients due to routinely seeing one another whereas for competitors you see someone different more often. Overall, this helps them bond, feeling comfortable and trustworthy.

- **Weaknesses:** As of now, Integrative Therapies has little social media exposure. People are only able to save pages to their Pinterest about the services available at Integrative Therapies. Then, Integrative Therapies Facebook presence is only used to make announcements for events and news. As stated above, their location is a strength but also a weakness. They're limited to one building in La Crosse and many refer to their building as the old military recruiting building. This is also considered a weakness when people have to drive from Viroqua for example, they will end up referring them to a different practitioner elsewhere who's closer for the customer.
- **Opportunities:** With the small amount of exposure through social media, there are opportunities to grow with Integrative Therapies current social media sites and expanding into the use of new media. One major opportunity is Google Analytics. Having a strong website presence, it would be extremely beneficial for Integrative Therapies to follow the analytics of their website. For example, to see how people came across it, which pages they are looking at and how long they spend on their website. Next, Integrative Therapies is looking to convert into a multi health care cooperative, which would be the first ever in La Crosse. Another opportunity is allowing grad students to get experience working at Integrative Therapies and opening up the building as a yoga studio on occasion. Other opportunities would be to expand to an additional location and have practitioner who offer in home care. By doing so, this will help increase their target reach.
- **Threats:** When people think of the services being offered at Integrative Therapies, they tend to think of a expensive, high end, spa type experience. At Integrative Therapies

though, that is not the atmosphere. A more serious threat of Integrative Therapies is how the government will handle Obama Care and if a new health plan will be implemented. With the majority of customers being elderly, this has the potential to negatively affect their availability to use their services.

Customers: (demographics, psychographics, geographics, behaviors)

- **Current:** Integrative Therapies current client base is 60% elders who are 60 years old or older with chronic pain. These customers have been through the medical system and have been told what their pain is and are limited to certain treatments for care. These customers are usually on social security which puts them a fixed low income. Instead of paying high prices for medicine, they come to Integrative Therapies for a alternate, more affordable option of treatment. Other elderly clients come to Integrative Therapies for group services because they enjoy the company of others instead of spending time alone. The next current customers of Integrative Therapies are college students and middle-aged adults. College students typically come for the affordable acupuncture while the older adults attend the massage therapies. Integrative Therapies customer base is the tri-state area (Wisconsin, Iowa, Minnesota). It is not uncommon for customers to come from an hour away from La Crosse.
- **Potential:** Integrative Therapies gets an average of thirty visitors a day, of those thirty, an average of three are new. A potential customer for Integrative Therapies are people trying to heal sports injuries. With the large amount of injuries in high school and college sports, treating these injuries is of high importance to these potential clients. With the opioid crisis going on, people are starting to move towards services like acupuncture and massage therapy for muscle pain instead of pain pills.

Competition:

- **Strengths:** A competitive advantage competitors have over Integrative Therapies is being spas and offering that atmosphere to clients. As where integrative Therapies has a stronger emphasis on the services being offered. This affects some consumers in a negative way because they want to pay the price of Integrative Therapies but receive the same relaxation experience as a spa. Another strength of competitors is privacy. Customers who want to experience relaxation or treatment alone, may find it more

challenging at Integrative Therapies to experience this due to numerous services being offered as a community group or in one large room, whereas at a spa customer can get a individual time experience.

- **Weaknesses:** The major weakness competitors face against Integrative Therapies is cost. With Integrative Therapies offering a pricing scale, customers can pay what they can and still receive treatment instead of not being able to afford treatment at all or being put on a payment plan. Another major weakness of competitors is trust. The practitioners at Integrative Therapies build a safe, trusting relationship with their customers. Whereas at a spa or a hospital it is harder and more intimidating to get that human connection and form a strong worker to customer relationship.
- **Direct Competition:** Direct competitors of Integrative Therapies also offer alternative health care such as yoga, acupuncture, and massage that can negatively affect sales. Other direct competitors are business who are hiring for the same positions. These direct competitors consist of chiropractic clinics, yoga studios, schools, and spas.
- **Indirect Competition:** Indirect competitors of Integrative Therapies consist of companies who offer opioid forms of treatment or can perform advanced forms of health care. These competitors include hospitals and VA clinics.

Collaborators:

- **Current:** Integrative Therapies collaborators first include following the Franciscan values. This quote from Integrative Therapies website describes those values, “The nature of our ministry is service, not sales, so we ensure that our environment is free from aggressive sales and commercialism and our financial interactions are based upon trust and transparency.” From this you are able to see the main focus of Integrative Therapies is to treat others and not focus on money. Then, another way Integrative Therapies has collaborators is through referrals. They get multiple referrals from Gundersen Lutheran and Mayo Clinic. Due to them offering alternative services that the hospitals do not, such as community acupuncture, craniosacral therapy, and ayurveda, there are customers who want to try these instead of taking pills for treatment.

- **Potential:** Possible collaborators for Integrative Therapies could be partnering with local colleges to host seminar and classes to inform and education people about Integrative Therapies and the services they offer. This is also a great way to find potential new practitioners. Through this collaborations Integrative Therapies can potentially offer a type of scholarship so massage therapy students for example.

Context:

- **Economical:** Integrative Therapies is against Capitalistic Health Care and the pharmaceutical way of medicine. They are activist enough to say they will offer these services because it is the right thing to do, not for the purposes of making money.
- **Political:** There are currently two political factors Integrative Therapies is keeping a close eye on. The first is to see how Congress will handle Obama Care and the final outcome for that debate. Secondly, Integrative Therapies is watching to see if Scott Walker is re-elected and the decisions he will make and their effect on health care.
- **Legal:** A main legal factor for Integrative Therapies is following the HIPAA guidelines. HIPAA stands for the Health Insurance Portability and Accountability Act and its purpose is to establish a national standard for the protection of certain health information. Violations of HIPAA result is fines anywhere up to \$50,000. Another regulation Integrative Therapies must obey is hazardous waste management. Being apart of the healthcare system, there are needles and other objects that must be disposed of in certain ways.
- **Social:** Attitudes towards alternative medicine and behaviors towards them is a fear. People seem to get scared when the term “alternative medicine” is used because alternative means different and people think it is not normal. The term “complementary therapies” is becoming a more popular description. However, A social concern that could help Integrative Therapies is the opioid crisis in America. As it continues, people will begin to look towards alternative medicines such as massage therapies and acupuncture. Also, people struggling with addiction move towards their services, people are realizing

there are different things out there to help them with addictions and other problems. They want to make it more solid, real and accessible, they want to fill that gap in the health field.

- **Technological:** Integrative Therapies uses Jane software which is easy to use for customers and employees to schedule, book, and bill online. The benefits of this software is it is available anytime anywhere.

Segmentation

1. Customers:

Listed below are the segments that we considered to be the most relevant.

High School and College Sports Injuries:

Demographics:

- Males and Females
- Ages 14 - 25
- Income: \$10,000 - \$15,000

Geographics:

- La Crosse, WI
- Central High School
- Onalaska High School
- West Salem High School
- Holmen High School
- Viroqua High School
- Tomah High School
- Bangor High School
- Sparta High School
- Luther High School
- Logan High School
- Aquinas High School
- Western Technical College

- University of Wisconsin La Crosse
- Viterbo University

Psychological:

- Seeking a medical treatment without opioid involvement
- Preventing injuries
- Helping recovery
- Increasing muscle strength

Behaviors:

- Ability to fit into their schedule
- Preventing injuries
- Helping recovery
- Increasing muscle strength

Usage Rate:

- Varies depending on the severity of each injury
- Community acupuncture- 3 times a week, then once a week, then once every two weeks until healed.
- Massage therapy- once a month
- Craniosacral- infrequently

Barriers:

- Skeptical if treatments will be successful

Motivators:

- Affordable
- Easily accessible
- Potential to return to playing sport quicker

High School and College Students:

Demographics:

- Males and Females
- Ages 14 - 25
- Limited income; \$10,000 - \$15,000

Geographics:

- La Crosse, WI

- Central High School
- Logan High School
- Aquinas High School
- Western Technical College
- University of Wisconsin La Crosse
- Viterbo University
- Other local schools:
 - West Salem High School
 - Onalaska High School
 - Viroqua High School
 - Westby High School
 - Luther High School
 - Bangor High School
 - Sparta High School
 - Tomah High School

Psychological:

- Affordable therapies
- Yoga
- Massage

Behaviors:

- Ability to fit into their schedule
- Preventing injuries
- Helping recovery
- Increasing muscle strength

Usage Rate:

- Community acupuncture- 3 times a week, then once a week, then once every two weeks until healed.
- Massage therapy- once a month
- Craniosacral- infrequently

Barriers:

- Different from a spa experience

Motivators:

- Affordable
- Easily accessible

Elderly:

Demographics:

- Male and Female
- Ages 55+
- Have a fixed low income

Geographics:

- La Crosse, Wisconsin
- Close to home
- Tri-state area (Wisconsin, Minnesota, Iowa)

Psychological:

- Chronic pain
- Treating anxiety or depression
- Isolation, enjoy the company of others
- No prescriptions

Behaviors:

- Curing pain without pills

Usage Rate:

- Community acupuncture- 3 times a week, then once a week, then once every two weeks until healed.
- Massage therapy- once a month
- Craniosacral- infrequently

Motivators:

- Affordable
- Easily accessible

Barriers:

- Different from traditional medicine

Veterans:

Demographics:

- Male and Females
- Ages 60+
- Have a fixed low income

Geographics:

- Tri-state area
- La Crosse, Wisconsin
- Close to home

Psychological:

- Chronic pain
- Treating anxiety or depression
- Isolation, enjoy the company of others
- No prescriptions

Behaviors:

- Curing pain without pills

Usage Rate:

- Community acupuncture- 3 times a week, then once a week, then once every two weeks until healed.
- Massage therapy- once a month
- Craniosacral- infrequently

Motivators:

- Physical therapies
- Mental therapies
- Affordable
- Receive discounted treatment

Barriers:

- Different from traditional medicine

2. Practitioners:

Listed below are the segments that we considered to be the most relevant.

Recent College Graduate:

Demographics:

- Males and Females
- Ages 21+

Geographics:

- Living in the Tri-States

Psychological:

- Not in it for the money
- Experience
- Desire to help others

Behaviors:

- Attending college or recently graduated from a local college

Usage Rate:

- Depending on type of therapy, practitioners are used by appointment, 1-3 days a week or every day.

Motivators:

- Wanting to gain experience
- Give treatment and not focus on money
- Around 17 colleges in Wisconsin offer massage therapy degrees

Barriers:

- The average massage therapist is 45 years old

Group Therapy Practitioner:

Demographics:

- Males and Females
- Ages 23+

Geographics:

- Living in the Tri-States

Psychological:

- Desire to help people
- Not in it for the money

Behaviors:

- Yoga instructor freelancer
- Community acupuncture
 - Mayo is discontinuing this

Usage Rate:

- Depending on type of therapy
- Practitioners are used by appointment, 1-3 days a week or every day

Motivators:

- Willing to go out of their way to helping people
- Working with a large group of people
- Engaging with the community
- Gaining experience working with others to use in other fields of work

Barriers:

- Low wage
- Potential to earn money elsewhere
- Limited hours (1-3 days a week)

Satellite Site Practitioner:

Demographics:

- Males and Females
- Ages 23+

Geographics:

- Host Seminars at Integrative Therapies
- Use Western to host Seminars
- Tri State

Psychological:

- Desire to help people
- Not in it for the money

Behaviors:

- Willing to drive and travel to customers

Usage Rate:

- Schedule a practitioner at a satellite site once a week and go to satellite site when needed
- Depending on type of therapy
- Practitioners are used by appointment, 1-3 days a week or every day

Motivators:

- Able to reach targets who live farther away
- Continuing using Jane as scheduling
- Increase awareness
- Willingness to help people instead of doing it for the money

Barriers:

- Low wage
- Most practitioners have other jobs as well
- Limited hours
- Not in a single location

Sports/Athletic Trainer:

Demographics:

- Male and Female
- Ages 23+

Geographics:

- Living in the Tri-States
- Graduated from:
 - University of Wisconsin La Crosse
 - Western Technical College

Psychological:

- Seminars
- Educational: educate about alternative treatments
- Continuing education

Behaviors:

- Seeking an advantage in the career field
- Wanting to continue education

Usage Rate:

- Varies depending on:
 - Place of employment
 - Client's preference
 - Type of treatment needed

Motivators:

- Possible start for employment
- Receive certification
- Recently or close to graduation
- Willingness to help people instead of doing it for the money

Barriers:

- Low wage
- Potential to earn more money elsewhere
- Limited hours

Listed below is data that we found for this segment:

Recent College Athletic Training Graduates: Eau Claire 18, Stevens Point 11, Globe University 6, Marquette 18, Oshkosh 15, Concordia 15, La Crosse 12, Milwaukee 6, Carroll 15, Carthage College 8, Madison Area Tech College 13.

Targeting

Listed below is the SWOT analysis for our segments.

Recent College Graduate:

- Strengths-
 - Looking to gain experience right away
 - Able to work longer hours
 - Desire to learn
 - Willingness to take part in full/part time work
 - Willingness to do any type of work
 - Willingness to take on higher assignments

- Motivated
- Lower salaries
- Easier to manage
- Flexibility
- Energy and enthusiasm
- Weaknesses-
 - Not a lot of experience in field
 - Need training
 - Lacking skill set in field
 - Looking for only full time positions
 - The employment rate is at 88%
- Opportunities-
 - Gain experience right out of college
 - Work in a comfortable environment
 - They apply a fresh perspective
 - Opportunity for tryout
 - Long term asset
 - Filling future position
 - Youth benefits
- Threats-
 - Other job opportunities with better pay
 - Average massage therapist age is 45
 - Committing long term
 - Limited hours
 - Low pay

Group Therapy Practitioner:

- Strengths-
 - There are two people interested in becoming a yoga teacher for every one current teacher
 - Ability to work with a group of people
 - Used by appointment
 - Engaging with variety of different people at different ages

- Experience and training in the field
- Weaknesses-
 - Having to share a room with another practitioner
 - Limited hours
- Opportunities-
 - Ability to bring in a new practitioner/service with more customers
 - Increase awareness of Integrative Therapies
 - Most growth potential
 - Potential to be a second income for the practitioner
 - Mayo Clinic is discontinuing their community acupuncture
 - Engaging opportunities with community
 - Growth to expand into other career opportunities as well
 - Teaching careers
- Threats-
 - Other group therapies already existing at Integrative Therapies
 - Potential of small group sizes
 - Could utilize space in a different location
 - Needing participation of community
 - Potential to make money elsewhere

Satellite Site Practitioner:

- Strengths-
 - Ability to reach customers farther away
 - Clients do not have drive or find transportation to Integrative Therapies
 - Flexibility with being on the move all the time
 - Willingness to help others in the area by traveling
 - Working with elderly or people with disabilities
 - People who are unable to leave home/distance factors
- Weaknesses-
 - Work time could vary depending on demand
 - Time consuming with the amount of driving that could be needed
- Opportunities-
 - Increase awareness of Integrative Therapies in other locations

- Increase customer base in other locations
- Potentially find a practitioner who lives close to location
- Potential to establish another Integrative Therapies elsewhere
- Threats-
 - Practitioners unwilling to commute all the time
 - Limited hours
 - Inconsistent usage
 - With many practitioners having a second job, it may be hard to create a schedule around traveling and their other career.

Sports/Athletic Trainer:

- Strengths-
 - Working with younger people
 - Working with multiple different injuries
 - Using different treatments on athletes
 - Experience in the field
 - Willingness to take on any type of task
 - Motivated
 - Desire to treat others
- Weaknesses-
 - Need training on how to perform alternative treatments
 - Sharing the same workspace with other practitioners
 - Unfamiliar with clients wants and needs for treatment
- Opportunities-
 - Earn an advantage over other trainers for the future
 - Ability to earn a second income
- Threats-
 - Other job opportunities with better pay
 - Limited hours
 - Lower pay than other athletic training jobs
 - Working at a smaller schools with few kids who need treatment or rarely do

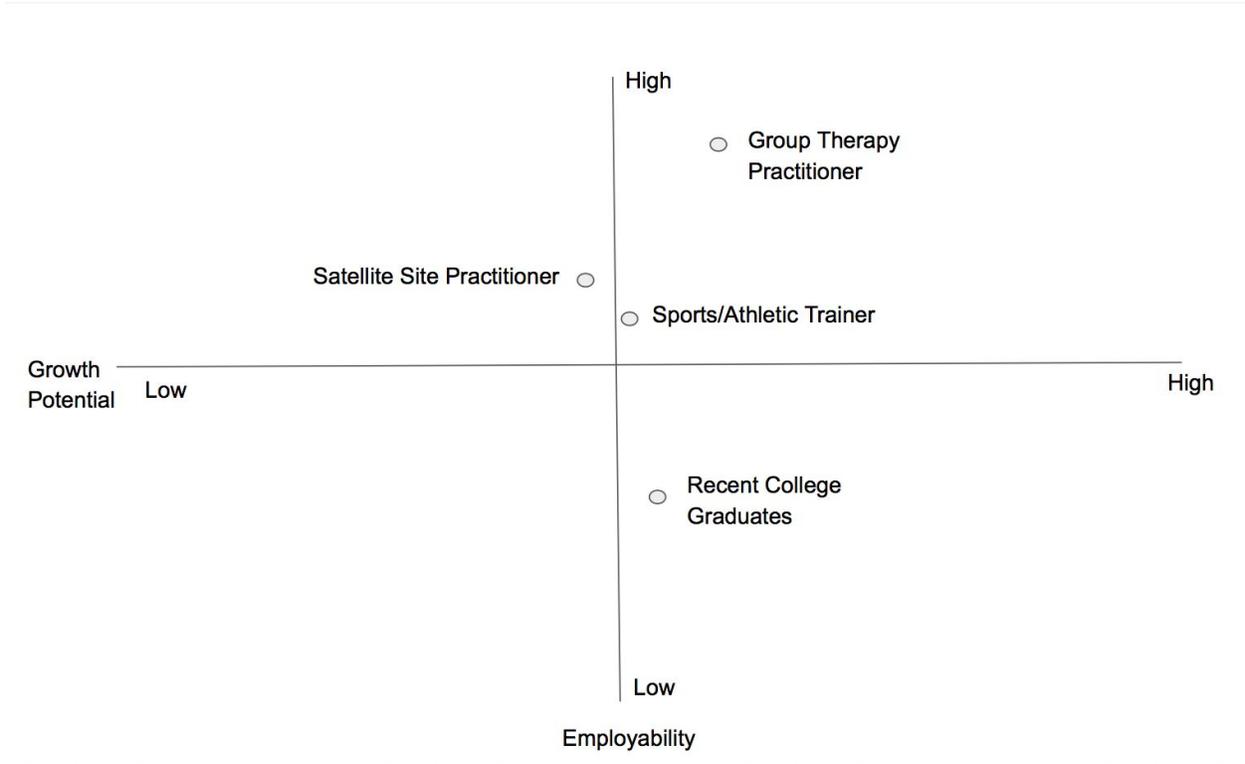
Strategic Segment Comparison:

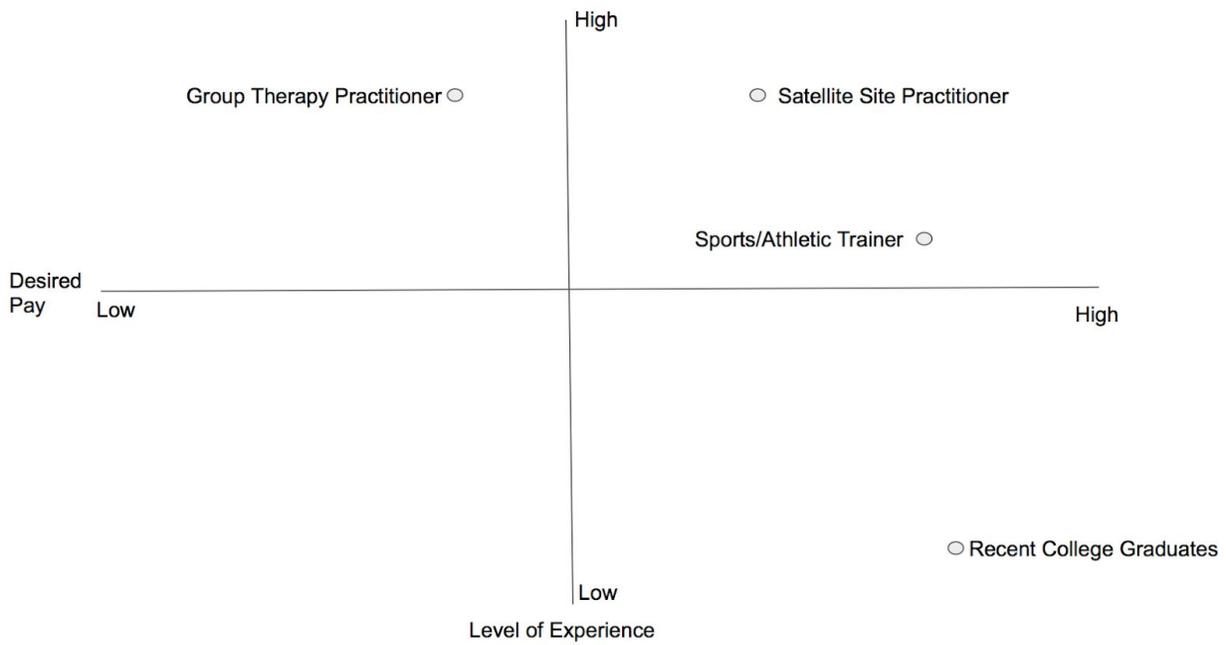
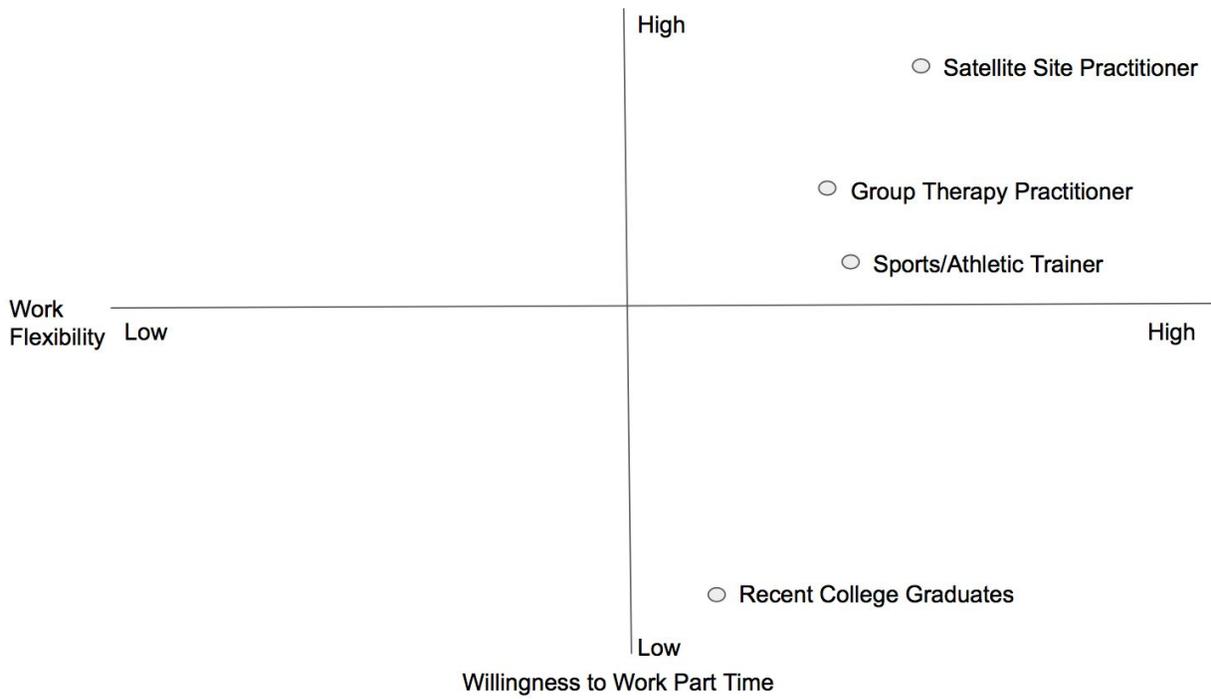
| Segment | Size (estimate reach) | Growth | Competitors | Strategic Fit? | Employability | Priority | Rank |
|-----------------------------|--|---|---|----------------|--|---|------|
| Recent College Graduate | -20.4 million. -Wisconsin projection by 2020 (458,000-462,000) | 5.5% increase | Good economy, numerous job openings, high employment rates. | No | The opportunity of employment is low for recent college grads because their behaviors do not fit with the needs of Integrative Therapies. | Low | 4 |
| Group Therapy Practitioner | 36 million yoga practitioners | 10% increase | Already established yoga studios and businesses like the YMCA who offer multiple types of group exercise programs | Yes | The employability for group therapy practitioners is high because they fit with what Integrative Therapies wants. This group has the best opportunity to bring in more customers. |  | 1 |
| Satellite Site Practitioner | 21 mobile practitioners in 100 mile radius of La Crosse | Unlimited, depends on number of practitioners and willingness to drive to other locations | Practitioners in desired satellite site towns, in home care providers | Ok | The employability of satellite site practitioners is medium because it is a good fit but the weaknesses and threats outway the opportunities and strengths which does not make them our main priority. | Medium | 2 |
| Sports/Athletic Trainer | Wisconsin: 137 Athletic trainer grads | Job Outlook 2016 - 26 +23% | Gundersen Lutheran, Mayo, Other | Ok | Sports/Athletic Trainers have a medium | Medium | 3 |

| | | | | | | | |
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| | | | healthcare providers in the surrounding area, area high school and college sports teams | | employability because it would hit a market not currently utilized by Integrative Therapies but would be hard to get. | | |
|--|--|--|---|--|---|--|--|

Strategic Segment Comparison:

Perception Maps:





Competitive Analysis:

Based on the information above we decided to target the segment of group therapy practitioners, males and females ages 23+ living in the tri-state area. We chose this section because it is the best fit out of the four main segments we researched. While Integrative Therapies originally wanted to target recent college graduates, we suggest otherwise because of the conclusions our research has provided such as low employment opportunity. Recent college graduates have a lower chance to come to Integrative Therapies because of their behaviors and motivators. College graduates often are looking for experience, which would fit well, but they are not the type to take a part time job over a full time position. Coming from graduation, college students have debts to begin to pay off, and are searching for well paying, full time opportunities. For that same reason we thought the sports/athletic trainer segment would be a medium fit. Their experience would be beneficial but the low pay and limited work schedule is a tough barrier for this segment to overcome. With this, athletic/sports trainers are educated and trained with different skills and knowledge, so this segment would need to be educated and trained on a form of alternative treatment. The second best fit is the satellite site segment. The reason it was not the best segment is because of barriers such as finding someone with the willingness to travel, especially with the low pay and uncertainty of work hours. This uncertainty would come because without people scheduling appointments at the satellite site, this practitioner would not be working. The segment we decided to target is the group therapy practitioner because of its fit with what Integrative Therapies wants. We believe this group has the best chance of bringing in new customers. This segment has a lot of size with 36 million people working as yoga practitioners alone. This segment also has a good growth rate of 10%. The competition for this position would be less fierce compared to the other segments and with the instructors already established in the workforce, this would be a decent second income for them.

Positioning:

Target Segment:

- Our main target segment is group therapy practitioners with experience, a flexible schedule, and the desire to help others. We found them as the best fit for Integrative Therapies because they have the best opportunity to drive in more customers. The trend

of group therapies and activities are the most popular service chosen by clients and the size of this segment is our largest one making for numerous potential new clients.

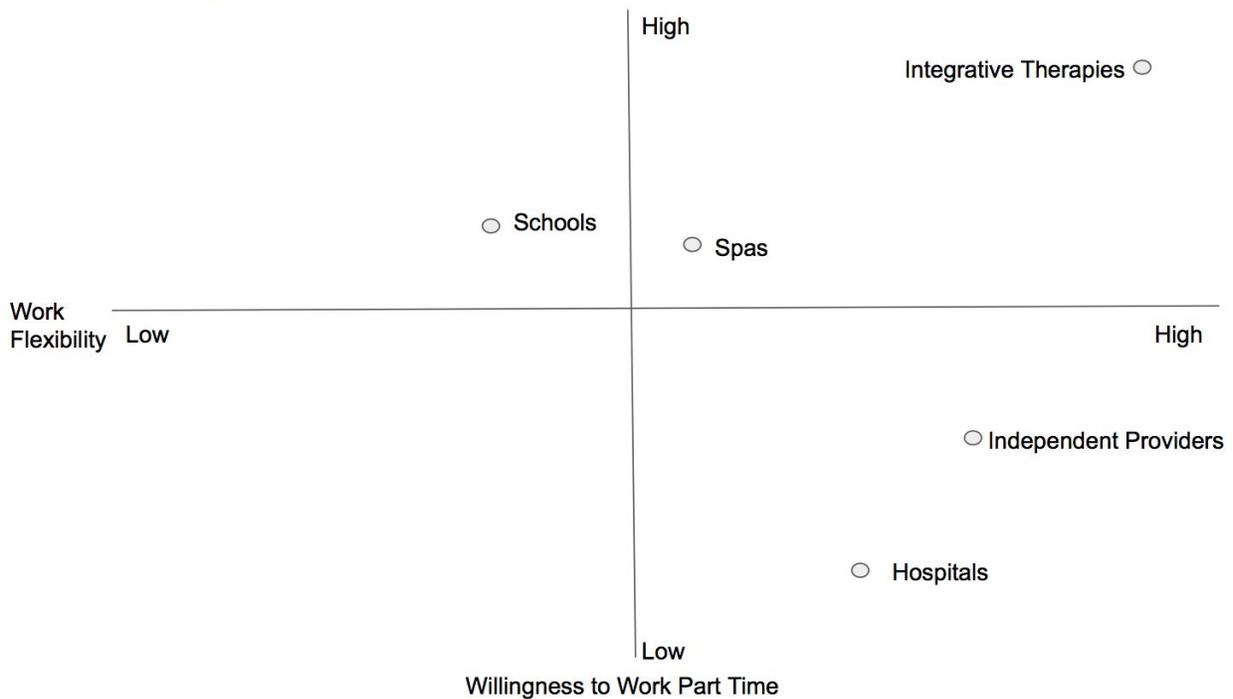
- Also, with Mayo Clinic discontinuing their community acupuncture, acquiring group therapy practitioners would be the ideal segment. Capitalizing on the opportunity of starting a community acupuncture, yoga, or even massage has the greatest opportunity to bring in more customers from the community.

Competitors:

- We found the main competitors of Integrative Therapies to be hospitals, independent providers, spas, and schools. Using perceptual maps with different criterias we were able to learn not only more about our competition, but how Integrative Therapies compares to them. The criteria we used included work flexibility, willingness to work part time, selection of services, amount of employees, price sensitivity and level of trust. Below are our perceptual maps.

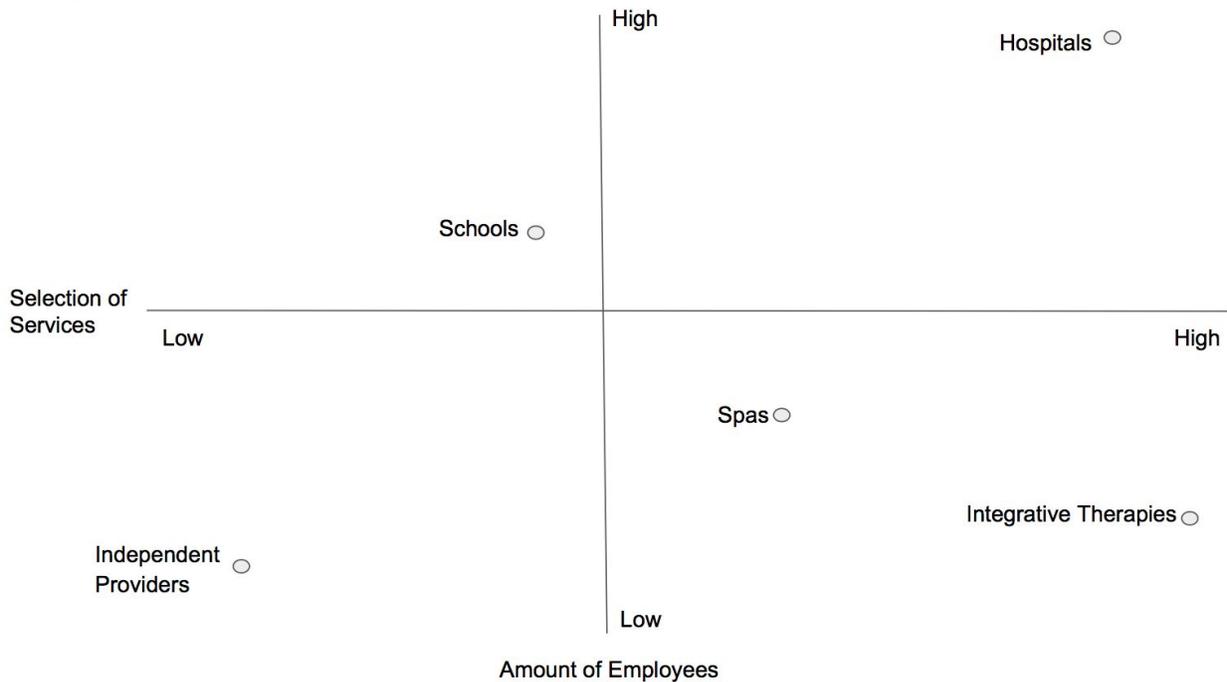
Perceptual Maps:

Competitor Map



- Using our first competitor map we determined spas to be the biggest competitor. Using the criteria of work flexibility and willingness to work part time to come to that conclusion. We found that Integrative Therapies has a large advantage over its competitors based on the information provided in this map. Spas are the largest competitor because they were the only category with both high work flexibility and willingness to work part time. While independent providers have high work flexibility setting their own hours, they have a low willingness to work part time because the service is usually their primary source of income. Schools have a fairly high willingness to work part time because not many schools are year round and teachers have the option to work as substitutes. Schools are also on the lower end of work flexibility because they do not set their own schedule, they have to teach whenever classes are scheduled.

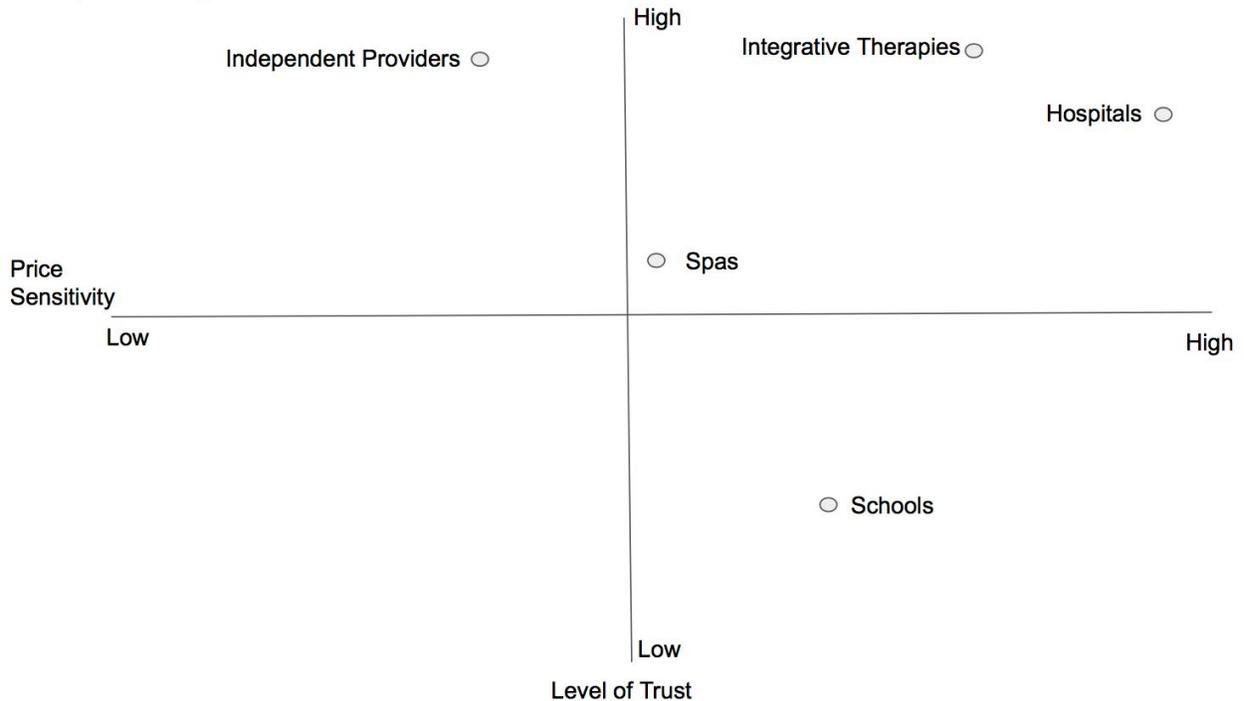
Competitor Map



- For our second competitor map we compared the selection of services for each competitor along with the amount of employees working for each competitor. Using this criteria we determined that hospitals would be Integrative Therapies largest competitor. We determined this because they had the highest combination of both criteria. While Integrative Therapies offers more services, hospitals have many more employees and technology for their services. Schools have the least amount of services because the only therapy related services at schools are limited to the classes offered, potential school

nurse and athletic trainer. Spas tend to have more services but some of the services offered are not therapy related. These include services such as hair, waxing and nails. We determined the trends of our competitors by looking at local businesses in each category and comparing the number of therapy related employees and the selection of services offered.

Competitor Map



- The third competitor map compares price sensitivity and level of trust. Through these comparisons, the conclusions state clients of Integrative Therapies have a high level of trust with their practitioners. Hospitals have the highest combination of price sensitivity and level of trust though. The level of trust at hospitals is impart to them having been the main source of pain relief therapies for centuries and people are only recently finding out and trying alternative treatments services such as Integrative Therapies. Then for price sensitivity clients of hospitals tend to worry about the cost for care and not being able to afford it. This leads to a major advantage of Integrative Therapies which is their sliding pay scale. This allows clients to pay what they can and still receive treatment. Where as all other competitors have a set price that has to be paid in order to receive care.

Positioning Matrix:

- Our emphasis is on being an affordable, comforting and alternative therapy option to the “normal” ways of therapy. Using the positioning matrix map we found that we have an exclusive distribution with light promotion, low price, but a high holistic/alternative environment which fits well with our emphasis and mission.



Positioning Statement:

- Integrative Therapies a holistic, alternative treatment center is committed to offering a feel at home service provided by its experienced staff of practitioners. We are committed to offering services to anyone that walks in through the doors. We are an affordable, alternative health care providing the best treatments for the community. Our business cares about the common good of our customers and not the money.

Product:

Product Definition-

Core Offerings- The core offering of Integrative Therapies is their seven services which include, ayurveda, craniosacral therapy, tai chi, community acupuncture, massage, yoga, and spirituality. These services are each offered by certified and experienced practitioners

to help give the best possible treatment to their clients. For the practitioners of Integrative Therapies their core offerings are the services they provide. Each practitioner believes their clients have the right to receive treatment no matter what. These employees are focused on healing others and not making money.

Value Added Offering- The main value added offerings of these services are described on Integrative Therapies website, “We are a collective of holistic practitioners, guided by Franciscan values, committed to offering affordable, compassionate, integrative health care for the Common Good.” These are valuable values added offerings because they are what gives Integrative Therapies an edge over their competitors. Being true to this statement allows the trust and relationships between clients and practitioners to be above and beyond any like their competitors. Practitioners here are able to create and maintain close relationships with their clients.

Breadth and Depth-

Breadth

| | | | | | | |
|------------------------------|--------------|-------------------------|-----------------------|---------|------|--------------|
| Integrative Therapies | | | | | | |
| Ayurveda | Craniosacral | Qigong & Tai Chi | Community Acupuncture | Massage | Yoga | Spirituality |
| Spas | | | | | | |
| Massages | Aromatherapy | Manicures and pedicures | Haircuts/styles | Facials | | |
| Independent Providers | | | | | | |
| Massage | Yoga | | | | | |
| Schools | | | | | | |
| Educational classes | School nurse | Athletic Trainer | | | | |

| | | | | | | |
|----------------------|-----------------------|---------------|--------------|--------|--|--|
| Hospitals | | | | | | |
| Occupational Therapy | Diagnostic procedures | Prescriptions | Radiotherapy | X-rays | | |

Brand Impact-

- Integrative Therapies brand impact is to help people who are in need of medical treatments without the pills (opioid treatment). Our commitment is to help others using alternative medicines aiding people with injuries, aches, pains, and helping with mental/physical health.

Brand Associations-

- The first brand association of Integrative Therapies is their logo which is pictured below.
- The second brand association of Integrative Therapies is their location of being in the previous military recruitment building.
- Lastly, Integrative Therapies brand association is being similar to a spa or only being referred to for select services.



Brand Personality-

- Integrative Therapies brand personality would be described as sincere because of their want to help people and they're not focused on money first. They do not believe in expensive treatments and want their treatments to be available to everyone. The employees here believe everyone deserves to be healthy and should not be turned away because they cannot afford the treatment.

Branding Strategy-

- Then, we plan to use brand extension. Along with the variety of services Integrative Therapies is currently offering, our target will help expand on available services and potentially reach more clients. Next, Integrative Therapies uses the umbrella branding strategy also. Already having established themselves in the market, they have the ability to offer several different types of services under their brand name.

Brand Equity-

- With clients of Integrative Therapies receiving treatments at different times depending on which service they are seeking, this leads to an average of client visits ranging from 2-3 times a week and roughly 130 visits a year per client. Being a healthcare provider that prioritizes the desire to help others over money, there is not a set value to put on Integrative Therapies. The main equity of the company is staying true to their values and mission that the practitioners here want to help each and every client and are not focused on the cost or pay.

Pricing:

- The demand for services at Integrative Therapies solo relies on price. As the price of services rise, the demand for the service drops. With lower prices, the demand for service increase. This is because our target market is price sensitive and will not purchase something if it is too expensive and not then seen as a need.
- Integrative Therapies is different than normal healthcare providers when it comes to pricing. Instead of set prices for each therapy or paying by the hour, they use a sliding pay scale. This is described on their website as the following; "Payments

for all services at Integrative Therapies are based on trust-based sliding scale fee schedules. We don't ask for financial documentation to qualify. We try to make our services accessible to everyone, and we believe a sliding scale is the best way to do this. The amount you can vary depending upon what treatment you receive and who your practitioner is. Group treatments are less expensive than individual treatments. We encourage you to ask the practitioner you work with - or are interested in working with - how much their sliding scale is.”

Value-

- The value of our product is being an affordable alternative healthcare treatment compared to traditional healthcare. The value to practitioners working at Integrative Therapies is flexible work hours and valuable experience.
- Added values to our services are stress relief, mind and body relaxation, and spiritual well being. All intending to help make each individual happier and healthier while being affordable.

Best Pricing Strategy-

- The best pricing strategy for Integrative Therapies is low pricing strategy. Allowing clients to be able to pay what they can in order to receive treatment fits the purpose and values behind the sliding price scale.

Why This Strategy is the Best Option-

- This is the best pricing strategy because it allows everyone to afford their therapies. One of the biggest reasons people put off receiving healthcare is because of the cost. The sliding price scale allows everyone to get the care they need for a price they can afford.

Pricing Incentive-

- Integrative Therapies does not have any pricing incentives. However, they do host a free community acupuncture clinic on Mondays and Fridays for military vets. Overall, they do not believe in price incentives in order to be healthy.

Competitors Pricing-

- Our competitors pricing does not go by a sliding scale fee. The competitors have set prices on each service or product that a customer is provided and it is also based on the customer's taxes.
- Other alternative therapies accept debit/credit based on the service that they provide to you (prices vary).
- Paid through Insurance.

Place:

Distribution Channels-

- Practitioner-----> Consumer
- Because Integrative Therapies is a healthcare provider, their distribution channel is provided directly to the consumer through their therapy services.

Listed below are Push and Pull strategies for our product-

- The push strategies of Integrative Therapies consists of selling more complicated services, distributing more selectively, offering a sliding pay scale to clients, and employing a sales force. These strategies ensure that the practitioners who are hired on to work at this company all carry out the same values and mission and that not just anyone is hired. By distributing more selectively, customers are coming here for only one reason which is to receive healing treatment. The sliding pay scale means no one is turned away, and each and every customer is able to receive treatment and pay whatever amount they can afford. Lastly, the practitioners of Integrative Therapies are similar to a sales force by interacting with the clients and directly applying and performing the therapies.

Product assortment-

- With the level of education and experience the practitioners at Integrative Therapies have, they are capable of offering seven different services to their clients. This allows for a variety of different treatment forms for clients to choose from and practitioners to serve.

Employee role-

- The employees at Integrative Therapies are very important because without the employees, there is no business. They currently employ eleven different therapy practitioners that provide the health care to the patients 2-5 days a week. One thing Integrative Therapies prides themselves on is the trust and bond clients are able to form with their practitioners. This is different than their competition where these types of relationships are harder to form and maintain due to not always seeing the same person/people consistently. With the services directly coming from the practitioners to the clients it is crucial the level of comfort and trust between the two is high.

Ideal Location-

- The location of Integrative Therapies is in a high traffic area making it simple for clients to find and notice when going by. In order to utilize this location to the best of its potential, we begin with a few suggestions and ideas. Viewing the building from the outside it is hard to understand what exactly Integrative Therapies is. As there is a small display on a window with the logo and phone number, using the multiple other windows as advertisement could be beneficial as well. Each window could have a service available displayed on the windows. On the main window there is the phone number displayed but not the website. By adding the website, potential clients and practitioners could visit the site to get a better understanding of the company. Also, with Java Vino directly across the street, customers there who are sitting look out the window can see Integrative Therapies. More signage and advertisement can spark interest and the want to seek more. Lastly, the parking lot for Integrative Therapies is large but hidden. We suggest having a sign stating there is parking in the back.

Promotional Plan

Social Media Advertising- Integrative Therapies does not believe in paid advertisements so we will strictly be advertising through social medias and other free avenues. They currently have a

Website, Facebook, and Instagram account. The main ways we want to improve their already existing sites is by posting more often, increasing content, and better formatting/organization.

- Instagram: The Instagram page only has seven followers and has not been updated. We will essentially be starting from scratch on the Instagram account. We want to utilize Instagram due to it being the fastest growing social media platform out there besides Facebook. We plan to do so by posting more content with information on the company, events, therapies offered, etc. These posts can include pictures of the building, group therapies, and especially the practitioners. By doing so not only are you promoting and advertising, but giving people a better insight into your company.
- Facebook: The Facebook page has been utilized a little more with 679 followers and 696 people liking the page. The Facebook page currently gets posted on once or twice a month. We want to increase that number by posting more often with more content. Most of their current posts are about events in the future or sharing posts from other accounts.
- Website: The website of Integrative Therapies has been a main source of information about the company, their therapies offered, and the practitioners who are employed. Here you are capable of getting a description of what each therapy is and the practitioners who offer them. There are also pages that give background information on each practitioner, focusing on their education and experience.

Recommendations:

For these platforms begins with the website. The website provides a lot of useful information to potential clients and new employees, but the layout and formatting is confusing and inconsistent. Beginning with the practitioner section, organizing them by the therapy they offer would help ensure each practitioner gets a fair chance of being looked at. Right now with being organized alphabetically by first name, clients may only click on the first one related to their therapy and not go through the rest of the list. Next the links attached to each practitioner tend to take you to a different landing pages. We suggest creating one main strong practitioner section and then the links taking you to the therapy of that practitioner. Here you can include a bio with background information, education, and experience of all practitioners. We feel the inconsistency may turn away clients and new employees due to frustration. Also, the yoga and ayurveda page are

formatted exactly the same. This causes confusion because when you change pages you may not know you have or may feel the link didn't work.

One of our biggest recommendations would be to add a "practitioners wanted" section to the website and to job sites as well. Through all of our research we have not seen a single thing about Integrative Therapies wanting new practitioners or any ads for hiring. A practitioner's wanted section on the website would create an easy way for potential future employees to find information about working at Integrative Therapies. It would also indicate that Integrative Therapies is hiring which would catch the attention of practitioners looking for work. This page could also be a landing page for links attached to the other social media platforms.

Another form of promotion we want to include is advertising on the front windows of the clinic. Putting up window text that showcases each service would be our recommendation. This would be helpful for people who do not know what services are offered at Integrative Therapies. Unlike the name "Golf Headquarters" where you're able to tell what is offered from the name of the store, the name "Integrative Therapies" does not indicate which therapies are offered.

When and what to post:

Facebook:

- When to post: Facebook is known to have a higher click rate from times around 1-4 p.m. during the week days, especially for a business such as Integrative Therapies. The best peak time is known to be on Wednesday around 3 p.m. Weekends seem to be more of a downfall time for higher conversions rates. Especially the times before 8 a.m. and after 8 p.m.
- What to post: We want posts centered around a CTA (call to action). It will give our audience a reason to take action. Post other content on events, information on our business, our practitioners, group therapies, alternative medicines and picture/videos. It could also be beneficial using other features like Facebook Live because analytics have shown it get more reach than a regular post. Gearing these post toward practitioner positions would be beneficial as well. Posting job opportunities on Facebook is not a bad idea because it is free and can reach a specific audience.

- Then through Facebook you are capable of target advertising. Using the persona of the target market created in this process, you can go behind the scenes of Facebook, and specifically find people who offer or teach group therapies. Setting up these direct advertisements can increase the traffic to your Facebook page and ultimately onto your website.

Instagram:

- When to post: The list below are the peak/prime times to post on Instagram (world wide)-
 - Sunday: 5:00 p.m.
 - Monday: 7:00 p.m. and 10:00 p.m.
 - Tuesday: 3:00 a.m. and 10:00 p.m.
 - Wednesday: 5:00 p.m.
 - Thursday: 7:00 a.m. and 11:00 p.m.
 - Friday: 1:00 a.m. and 8:00 p.m.
 - Saturday: 12:00 a.m. and 2:00 a.m.
- What to post: The goal of our Instagram posts is to bring exposure our brand, showcase our practitioners, have a CTA, post on our alternative medicines, and group therapies. We want to post creative, professional photos, size them correctly and use the correct filters to intrigue our target audience.
- With instagram, we can put our link to our website in our bio to boost traffic into our website. We can offer promotions and exclusive announcement to followers and posting about events.

Website:

- When to post: Any time is acceptable to posting on our website. We could stick to use similar time frames for posting that relates to our other social media accounts.
- What to post: The website will have all sorts of information relative to our postings on our Facebook and Instagram. Many of our postings will be on events, news about the company, information/background on our business, current and new practitioners, group therapies, alternative medicines, job postings, CTA and exposure of our brand.
- Posting videos, appealing pictures, linkings to our social media accounts are more things to look into when posting to our website. Having a website that is appealing to our customers and user friendly is a must.

Promotions Schedule:

| <u>Month</u> | <u>Content</u> |
|---------------------|--|
| May | Begin on Facebook and Website with advertisements stating hiring now and looking for new employees. Begin establishing Instagram, posts/videos of Integrative Therapies and practitioners. Expose brand and services to consumers. |
| June | Content during this time should consist of the advantages of receiving alternative treatment instead of traditional form. |
| July | Share content inviting new clients to tour the building and meet the practitioners. |
| August | Potentially host seminars or presentations about Integrative Therapies and their services, promote these across all platforms. |
| September | Share content that covers alternative treatment as a whole, the background, research, how practitioners earn education and experience |
| October | Strongly promote to new clients to try services at Integrative Therapies, discuss advantages, especially with the winter months coming |
| November | Cover advantages of a healthy lifestyle, benefits of receiving treatment on a regular bases. |
| December | Share related content on clients who have received alternative forms of treatment and their experiences. If following through with window display advertisements, post picture of building. Thank customers for their business |
| January | Advertise with the new year beginning to begin a new routine of receiving a form of treatment. |

| | |
|----------|---|
| February | Thank the practitioners for their time and efforts. Increase awareness of them and the work and time they devote. |
| March | Promote any events or news happening corresponding in the healthcare field. |
| April | Promote to clients about wanting to be healthy and happy for the summer months arriving soon. |

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