

USE OF THE PROMOTED MARKETING PRACTICES

Output indicator

Indicator Phrasing

INDICATOR PHRASING: number of target group members who used at least two of the promoted marketing practices in the past 12 months

What is its purpose?

The indicator measures the extent to which the target group members (such as farmers, sellers, service providers, etc.) used the marketing practices promoted by the project. Such practices can include, for example, collective sales of farmers' produce, adjusting the types of produced crops / animals to market demand, customising sales messages based on the customers' interests, giving potential customers the chance to experience the benefits.

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

1) **List a limited number of the main marketing practices** your project promotes. Try to avoid a situation where practices on the same list are either very easy (e.g. using business cards) or, are quite difficult to implement (e.g. using a completely new sales channel), as the resulting data would not provide an accurate picture.

2) **For each marketing practice, define exactly what it involves.** For example, community level meetings organised by sellers who offer people small-scale solar panels might involve the following steps:

- Discussing with people the inconvenience of not having light and electricity and/ or paying for lamp fuel and batteries every week
- Demonstrating to people the offered solar panels and showing how the solar panels power light
- Letting people calculate how quickly the initial costs will be repaid if they purchase the solar panels using available micro-loans

2) **Set clear benchmarks** of what using a given marketing practice means (for example, meeting at least two thirds of its key principles).

3) **Observe and/or interview** a [representative sample](#) of the target group members to assess whether they use any of the promoted practices and if so, the extent to which they follow their main principles (see point 2).

4) **Count the number** of target group members who use at least two of the promoted marketing practices.

5) To **calculate the indicator's value**:

- Divide the number of respondents using at least two of the promoted marketing practices by the total number of surveyed persons
- Multiply the result by 100 to convert it to percentages
- Multiply the percentage by the total number of target group members supported to adopt new marketing practices (e.g. $60\% \times 500 = 300$ target group members using at least two of the promoted marketing practices).

Disaggregate by

Disaggregate the data by gender and other relevant criteria.