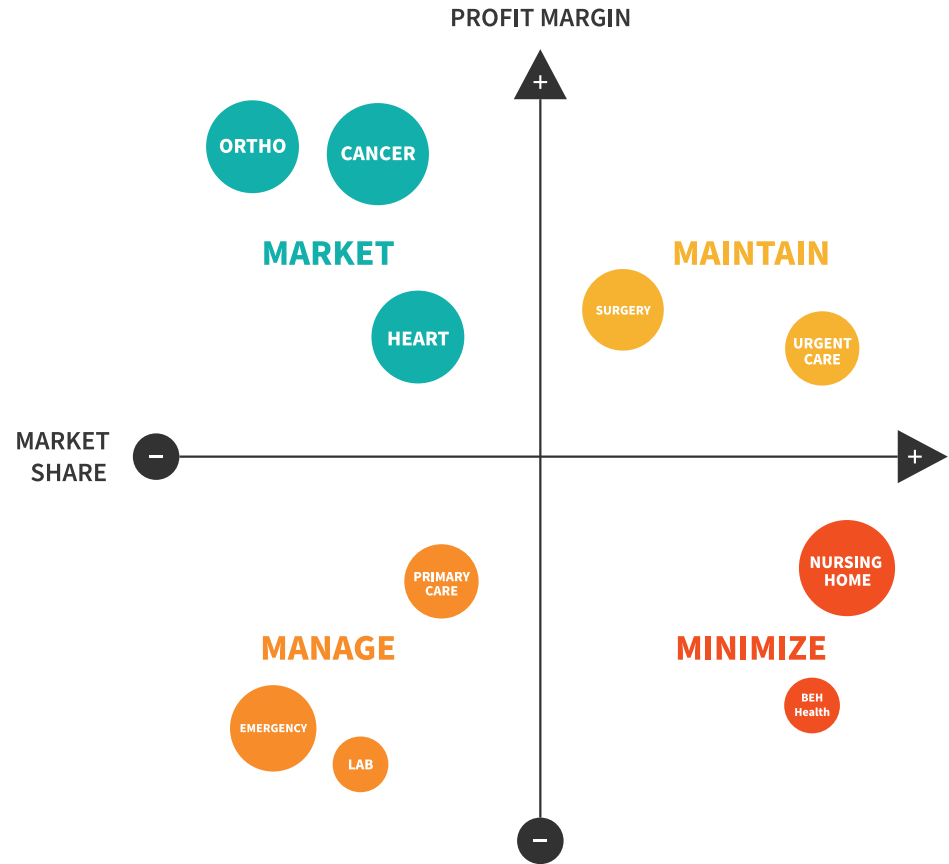


PORTFOLIO MAPPING GUIDE

Portfolio mapping gives you a better grasp of prioritizing the marketing of services. It creates a clear snapshot of what does and doesn't need a boost in marketing.



MARKET:

Departments with lower market share and a positive profit margin are your best areas to market. These service lines offer a high grown capacity and bring in the greatest return on your marketing investment.

MAINTAIN:

Departments with high market share and a positive profit margin fall under your maintain quadrant. Your goal is to continue to sustain the market share. The higher your market share, the more expensive it is to grow it.

MANAGE:

Departments with low market share and a negative profit margin should be managed because they are already costing your organization enough. Carefully evaluate this quadrant and if a service line is losing money due to unfilled capacity you should allocate budget to promote it. However if it's losing money for operational reasons, the focus should be on operations not marketing.

MINIMIZE:

Departments with high market share and a negative profit margin should be minimized. These departments may be mission services that need to continue to operate, but you will generally want to stop any growth of the department to minimize the financial impact.