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# *Serving all urban consumers - a marketing approach to water services in low- and middle-income countries: Book 2 - Guidance notes for managers*

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**Additional Information:**

- This record is made up of 20 files. Individual chapters and the complete pdf are available to download from the record.

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## **Part II Marketing water services to low-income consumers**

Part II focuses on the marketing of water services to low-income consumers using the customer value chain concept of know, target, sell and service as a framework. The following chapters are included in this section.

- Chapter 2: Knowing and understanding all consumer groups
- Chapter 3: Targeting low-income water consumers
- Chapter 4: Selling and providing services to low-income consumers

For those utilities who wish to use marketing approaches in low-income areas, it is advisable initially to develop pilot programmes in a selected few areas before subsequently scaling-up. Part II focuses on the development of these pilot programmes specifically in low-income areas. Once successful marketing has occurred in these areas it will then be possible for the utility to scale up the overall marketing strategy to develop a comprehensive, city-wide programme.

It is important to gather information about the experiences, perceptions and preferences of all consumer groups. This enables a utility to develop both valuable comparative data to prioritize its investments and resources appropriate and specific marketing strategies for each consumer group. These aspects are dealt with in Chapter 2.

When a utility wishes to move beyond the pilot phase in a few low-income areas and scale up to meet the needs of the entire urban area, the need to balance pricing and service differentiation between the various consumer groups necessitates a Strategic Marketing approach as part of citywide planning. This is the subject of Part III of this document