



MARKETING FOR GOVERNMENT: A CRITIQUE

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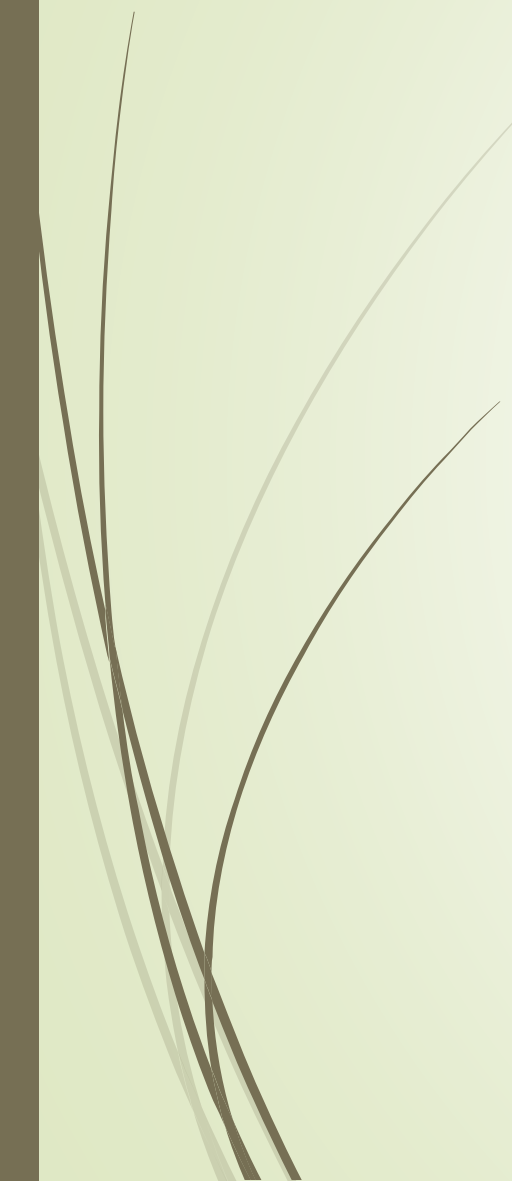
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PRESENTATION OUTLINE

- Introduction
 - Why Marketing & Communications in Government
 - Is Marketing necessary for Governments?
 - The Good
 - Good Government Campaigns
 - The Bad
 - Challenges
 - Recommendations
 - Question and Answer Session
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INTRODUCTION

“The Leaders Report” Findings on Govt Communications

60% of Citizens
Don't Trust
Government

25% of Govt
Communicators
don't tailor their
messages

31% of Govt
Communicators
agree that citizen
engagement
should be a priority

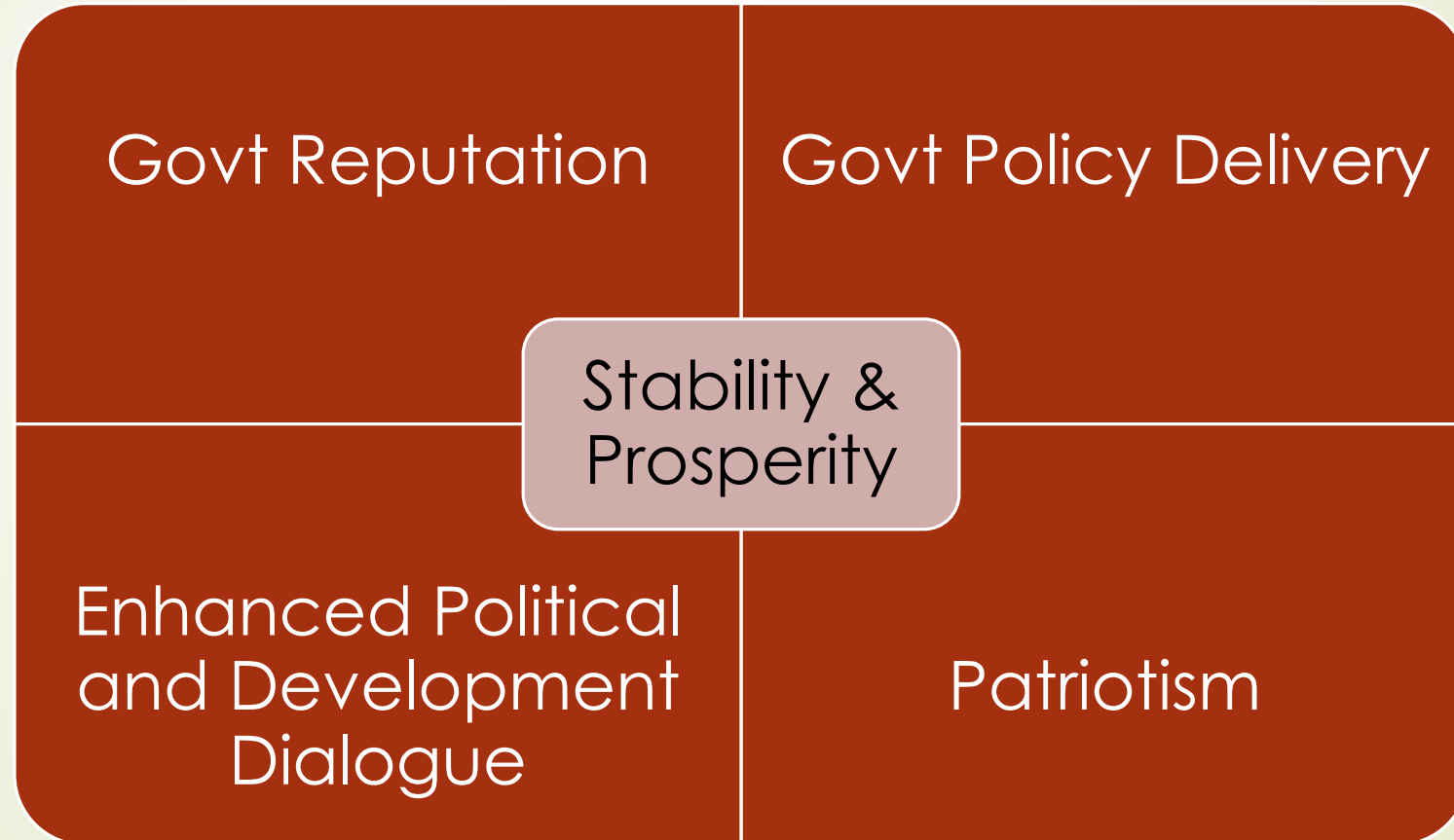
85% of Govt
Communicators not
trained on Citizen
engagement

43% of Government
Communicators
have been in Post
for more than 10
years

Is Marketing Necessary for Government?

- Marketing will only work when a number of basic conditions, as outlined by Kotler (1988), are met:
- There must be at least two parties and each party must have something of value to the other party and be willing and able to deal with each other.
 - **Willing Parties: Citizens and their Government**
- Each party must be capable of communication, and delivery and each party must be free to accept or reject the offer
 - **Communication Capability: Citizens? Government?**
 - **Delivery Capability: Citizens? Government?**
 - **Free to accept or reject offer? Citizens? Government?**

IMPORTANCE OF MARKETING & COMMUNICATION IN GOVERNMENT?



THE GOOD

- Most government Ministries Agencies and Departments now have Communication Policies and Service Charters
- Proposed Bill-Institute of Public Relations and Communications Management
- Public Relations and Communications Policy in Place
- Public Participation enshrined in the constitution (Public Participation Bill of 2018 & Articles 1(2), 10(2), 35, 69(1)(d), 118, 174(c) and (d), 184(1)(c), 196,201(a) and 232(1)(d) of the Constitution
- Service delivery and right to information enshrined in the constitution
- Enhanced service delivery through Huduma Centre Initiatives
- Independent media (Media Council Act of 2013, Kenya Constitution. Art 33,34,35)
- Enhanced Democratic Space (Article 33 of the Kenya Constitution-Freedom of expression)

GOOD GOVERNMENT CAMPAIGNS



THE BAD

Underutilization & Non-Prioritization of Marketing & Communication

Uncoordinated Messaging and Poor Segmentation

Over-reliance on Traditional Media

Insufficient Training & Motivation of M&C Staff

CHALLENGES

- Decline in trust for government due to politics
- Insufficient funding for marketing activities
- Staffing issues: skills, motivation.
- Lack of one government communications policy
- Poor enforcement of regulations that govern public communication
- Slowness in embracing digital communication platforms
- Lack of understanding at higher levels of the importance of marketing and communications
- Lack of best practice sharing across countries



CHALLENGES CONT'D

- Shifting and complex demographics
- The advent and constant development of digital technologies-Govt playing Catch-up.
- Social media, bloggers, fake news, hate speech
- Exclusion from policy development, service delivery, and citizen engagement
- Reactive as opposed to being proactive-Govt Bureaucracy



RECOMMENDATIONS

Implement
Proposed
Regulation

Sufficient
Funding
for M&C

Innovation
Culture

Recruitment
Training and
Motivation of
Staff

Placement
and
Prioritization
of M&C

Political
Neutrality

Use of data
in decision
making for
M&C

Harmonize
Govt
Comms.

Use of
Segmentation for
Communication

Seek to
understan
d Publics

Engage
don't Tell

Involve
M&C in
Policy
Making



QUESTION & ANSWER SESSION

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