

Marketing the public policy

What is marketing (as the simplest)

How to make people choose your choice.

To manage customer value &
relation

Value is?

Benefit - Price

Relation is?

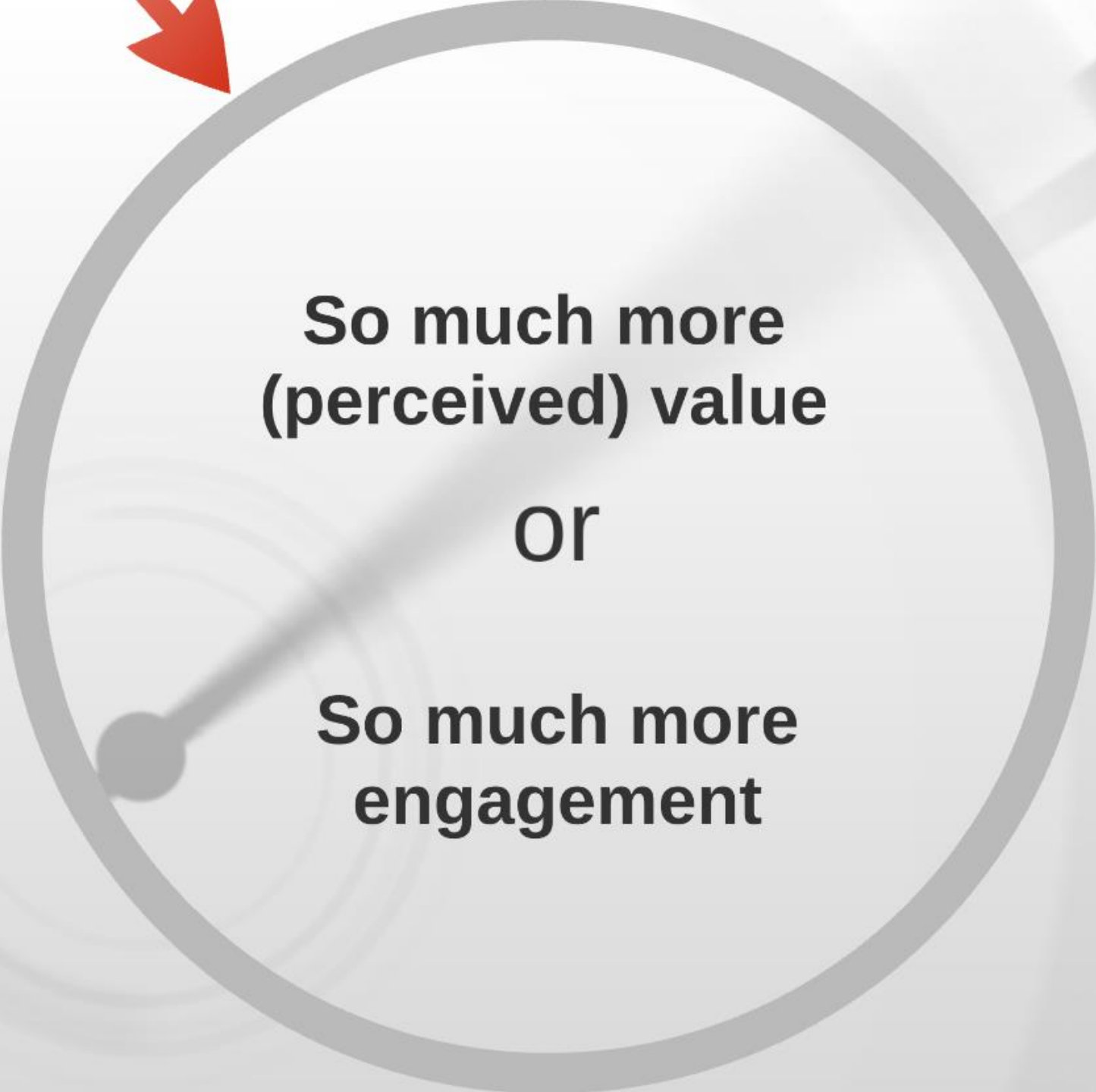
Engage to the target

Perceived

Value=BENEFIT-PRICE

Functional benefit
Economic benefit
Psychological benefit

Monetary
Risk
Inconvenience



**So much more
(perceived) value**

or

**So much more
engagement**