

Part I Overview

Structure of this document

Part I of this publication provides an introduction to, followed by an overview of, the water and sanitation service experiences in developing countries of different consumer groups, including the poor. Examples of innovative marketing approaches using price and service differentiation in the water sector are provided from Asia, Africa and Latin America. The problems with the conventional 'predict and provide' approaches are outlined, followed by an overview of marketing definitions and how marketing philosophies relate to the urban water sector. Finally, marketing for sanitation is briefly discussed at the end of Chapter 1.

Part II focuses on marketing water services to low-income consumers, including how to gather key information on all consumer groups, using the *customer value chain* as a framework. Utilities are encouraged to pilot marketing approaches for serving low-income consumers in selected locations, before scaling up to larger areas.

Part III focuses on strategic marketing approaches that can enable the effective scaling up of the piloted approaches and thus move towards serving all consumer groups across a city or town, in a reliable and sustainable manner.