BRAY LEINO LEARNING

NUMBER ONE FOR BLENDED LEARNING SOLUTIONS

CLC Members Seminar

AGENDA

- Why marketing?
- 5 step process
- Dive into each step of the process and tap into your own inner marketer
- Build an action plan which will cause a stampede with your learners

WHY MARKETING?

- Repeatable process
- Change behaviour
- Techniques we can adopt
- Enables engagement

5 KEY AREAS

1. What is your brand?
2. Know your audience
3. What is your message?
4. Marketing mix
5. Campaign approach

BRITTANY FERRIES

1. WHAT IS YOUR BRAND?

- Organisationally what is your brand?
- What is the L&D brand?
- What is your learning culture
- What are people actually experiencing?

EMPATHY EXERCISE

Think of one segment of your target audience

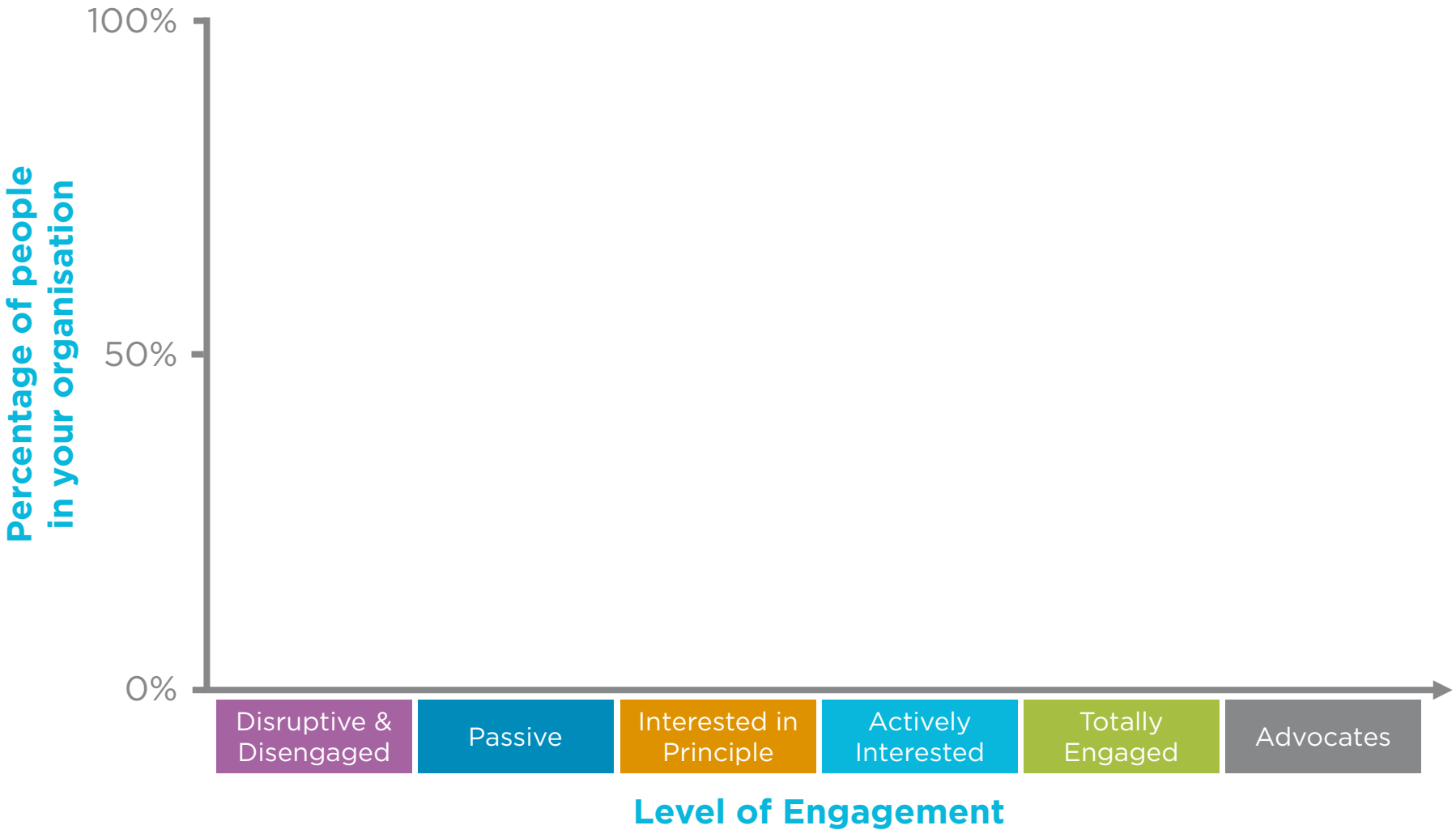
1. How would they describe your brand and learning culture
2. Are they aligned or is there a gap?
3. Where and how have they formed that impression?
4. How can you close the gap?

2. KNOW YOUR AUDIENCE

- Demographics
- Logistics
- More than that:
  - Why do they work here – no, really ***why*** do they?
  - What do they want from their job – a profession, to give something back (if they work for a charity), or is it just a 9 to 5 job to pay the bills?
  - How career orientated are they?
  - What makes them tick?
  - What motivates them, what makes them happy?

BATH SPA UNIVERSITY

ENGAGEMENT GRAPH



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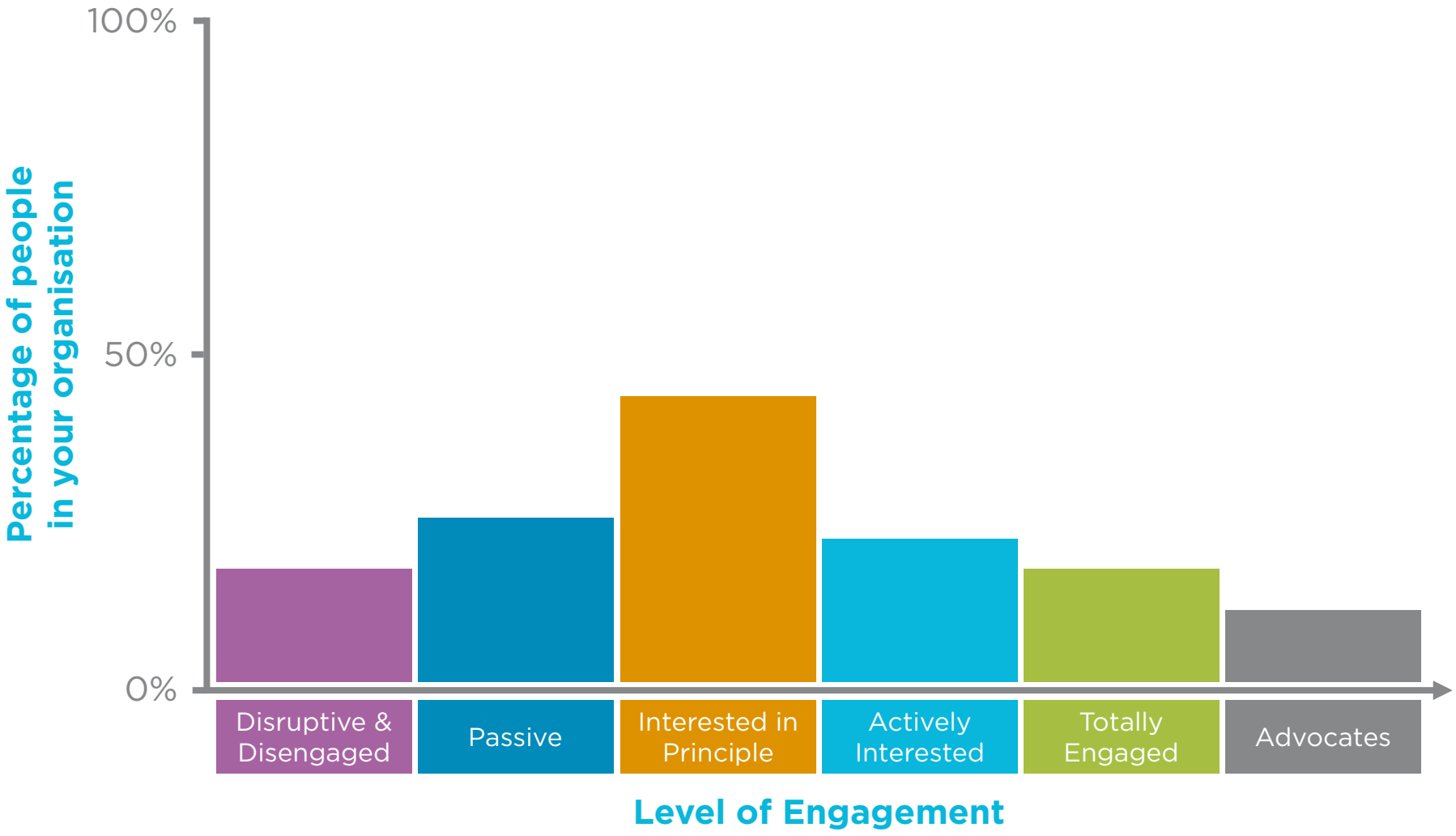

3. WHAT IS YOUR MESSAGE?

- Features and benefits
- What's in it for them?
- Why should they love your offer?
- What are you solving?

SHLOER

SHLOER & brayleino™

CELEBRATING **16 YEARS**

— of sparkling success —

1999-2005

Be 'The Grown Up Soft Drink'

Achieved **30%** sales increase

2006-2008

Be the drink for any social occasion

Shloer becomes synonymous with family events & celebrations

2009-2014

Get Shloer on the weekly shopping list

Built association with regular family traditions and cut seasonal reliance

MARKETING MIX

4. MARKETING MIX

5. CAMPAIGN APPROACH

- Age old stat of needing to ‘touch’ someone 8 times before they buy
- Content strategy
- Monthly, quarterly and annual schedules
- Spotlight on subject
- Measurement and evaluation – tools?

CAMPAIGN TEMPLATES

HubSpot		TOPIC/TITLE	CONTENT/DETAILS	KEYWORD(S)	TARGET PERSONA(S)	OFFER/CTA
MONDAY						
Author:	Pamela Vaughan	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance [NEW DATA]	Explain importance of blogging and how to benchmark your efforts to garuntee success	business blogging, blogging benchmarks	Owner Ollie, Mary Marketer	Free Report: Marketing Benchmarks from 7K Businesses
Due Date:	10/20/12					
Publish Date:	10/23/12					
TUESDAY						
Author:	Anum Hussain	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advice while promoting complete guide	search engine optimization, SEO	Owner Ollie, Mary Marketer	Free Guide: Learning SEO from the Experts
Due Date:	10/20/12					
Publish Date:	10/23/12					
WEDNESDAY						
Author:	Maggie Georgieva	How to Craft the Right Questions for Your Next Marketing Survey	Use an exceprt from the Marketing Surveys ebook to provide readers beneficial survey best practices	marketing surveys, survey marketing	Owner Ollie, Mary Marketer	The Ultimate Guide to Using Surveys in Your Marketing
Due Date:	10/20/12					
Publish Date:	10/23/12					

EVALUATE

- A/B test
- Collect data
- Review impact
- Adjust and develop

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Radio 4

Archers character JustGiving page raises thousands for domestic violence charity

Fan of BBC Radio 4 soap raises more than £10,000 for Refuge in response to powerful storyline of Helen Titchener's abuse

Jane Martinson

@janemartinson

Thursday 4 February 2016 14.00 GMT

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Louiza Patikas (Helen Titchener née Archer) and Timothy Watson (Rob Titchener) . Photograph: BBC

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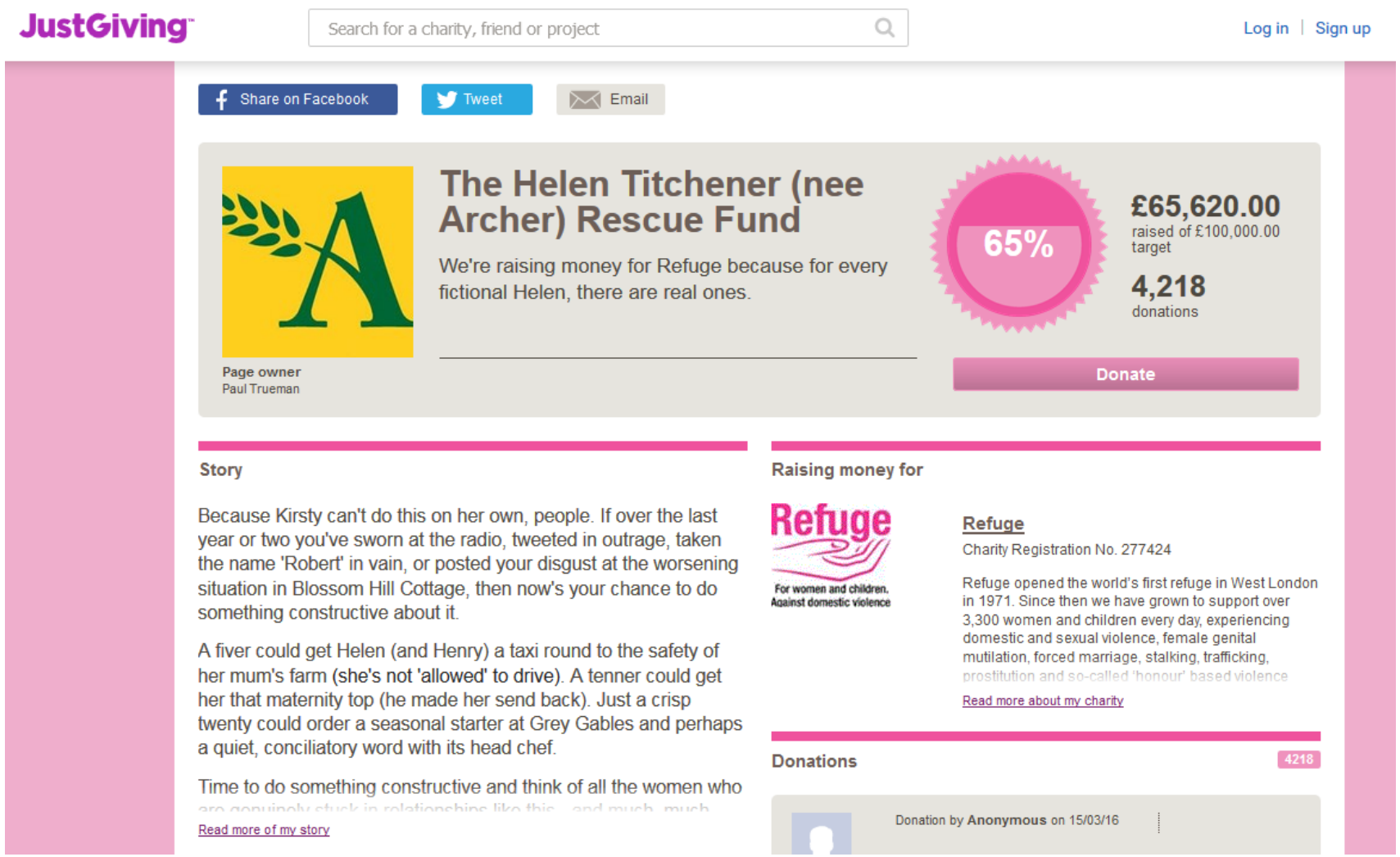

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