

Introduction to Marketing



Government of South Australia
Office for Volunteers

© 2006



TIME: Start on time Allow NO MORE than 10 minutes (**TOTAL ELAPSED TIME 10 MINS**)

Introduce yourself (your name should already be on the Board) – very brief!! Set the example!!

Welcome INCLUDING brief Traditional welcome.

Housekeeping Toilets, Coffee, Break time - 15 mins at half time.

Note taking - Handouts will include all reference such as website/ texts etc.

Time Management “for the benefit of the whole group”

Introductions and Ice Breaker

Say who you are, your organisation, what you want from today

Trainer Boards these for later reference

Objectives

- To consider foundations for a good marketing strategy
- To understand the steps needed to create a marketing strategy
- To develop marketing materials
- To plan to protect, store and review materials
- To monitor the marketing strategy

Use the workbook alongside these slides

What is Marketing?

Definition:

Bringing together the needs and wants of the consumer with the products and services that match them.



The Marketing Mix

The 6 P's of Marketing

- Product – the item or service you offer
- Place – distribution channels where a consumer can get access
- Price – enough to make a profit and not too much for the market to bear
- Promotion - how you communicate the existence of your product or service and its benefits
- People - staff and customers
- Positioning - brand or corporate identity

Use Activity 1 and ask people to start jotting down ideas for their own organisation

Application of the 6P's

- Case studies – study both a corporate and not for profit example

Activity- what can we learn from these?

- Let's look at some “theory” we can use in volunteer involving organisations...

Ask participants to think of Examples Such as: Subway or MAZDA image/ ads/ logo/ slogan etc Same for Red Cross or Meals on Wheels “Driven by Nutrition” / Cancer Council (For corporate: Most will probably think of McDonald's but maybe ask them to focus on Subway instead – point of difference etc...

A Marketing Plan

Can you answer these questions:

- Where are we now?
- Where do we want to be?
- How can we get there?

A Marketing Plan should sit within an Organisational Plan which could look like....

Many organisations will not have a marketing plan but answering these questions is the start of the process of formulating one.

Organisational Plan

- Vision Statement
- SWOT Analysis
- Goals
- Strategies
- Action Plan

Start completing blank checklist in workbook with notes on Vision etc..

Try SWOT example as a group: Handout 2 SWOT analysis sheet.

Ask people to quickly make notes re their own organisation - not necessary and not enough time to finish this as an activity but is something that can go back to their org.

Stakeholder Analysis

Who has a stake in your organisation?

Create a profile of all potential & actual users of the organisation's service/s and update this profile as part of the organisation's strategic and business plan.



It would be useful to find out if anyone has done this analysis before.

Brainstorm as a group and whiteboard – ask participants to become specific for their own organisations.

Customers

Who are your customers?

Will they buy your product or service?

What will they pay?

Who are your competitors and what do they offer?

What is your point of difference?

What is the size of the market and what share can you expect?

What are the barriers for your customers?

Participants to answer these questions in their workbooks - discuss as a group

Market Research

How is your organisation perceived, internally and by customers?

Who should you ask?

- Current and lapsed customers
- Potential customers
- How can you find out?
- Quantitative research – know the Numbers via statistics, survey results
- Qualitative research - Explores the motivations such as through focus groups, interviews, feedback....
- Observation is also important

Ask if any participants have been participants in or have conducted any kind of market research. What does this reveal?

Use example survey in workbook(This one is event based but can be adapted)

Information Security

Information collected developed, disseminated & stored is done so in accordance within organisational guidelines and legislative requirements.

Confidentiality and security of information is maintained

Access to information is provided to appropriate staff

People often forget that research results are meant to be used only for the purposes which were identified at the time - therefore they need to be kept secure.

Setting Marketing Goals

- Short term (within 12 months)
- Long term (within 3 years)

They should come from your analysis.

Keep them few and simple, achievable now,
grouped together to focus effort

Participants should now try and identify one short and one long term goal which will be used later in the workshop for some of the marketing activities

Being Strategic

- Each goal needs a strategy (or task) – so brainstorm lots of ways you can achieve a goal
- Decide on a couple of strategies for each goal

As a group, work through an example based on one of the participant's goals.

Action Planning

IDENTIFY

- How to put your plan into action
- Who will do each activity
- When it will be done
- The resources needed to carry it out
- How you will assess success

Do a simple example on the white board

Engaging in Marketing Activity

Some different types of marketing activity:

Newsletters/Articles/Photos

Flyers/Direct mail/e-news

Print media-local, State & National

Endorsements/ 'Celebrity' support

Telemarketing

Electronic media/Internet/Website

Events/Stunts

Provide examples or ask for examples of each – the importance here is to encourage participants to select/identify the appropriateness of differing marketing techniques for a range of marketing objectives. It is also useful to consider cost

Media Releases

What makes news and how the media works

- Day, Date, Place
- Embargoed until.....
- Distribution lists - handout
- Best practice-first person
- Contact Person (for more info)
- Media “grabs”
- Deadlines

Examples to be available from a range of sources. Handout 4 and then Handout 5

Participants will prepare a Media release for a product or service or event for their own organisation

Handout “Preparing Media Releases” and Media List (if available)

Media Stories

Do the work for them...know how they work!

Give the journos the words to say:-

Make changes to your press release eg past tense

Prepare an article and a photo for local or State media

These are similar to press releases but made to look like a human interest story

Events or Stunts

Need to be carefully orchestrated

Has to be a 'point of difference'

Special occasion (eg 1millionth hour of volunteering)

Good visuals (eg BIG cheque)

Time of the day is important

Celebrity presence

Take your own photos

Some participants may want to plan marketing around an event or stunt – discuss some of the key points depending on time.

Resources

- VSA
- VRC'S
- TAFE
- WEBSITES
- MEDIA OUTLETS

Objectives

- ✓ to consider foundations for a good marketing strategy
- ✓ to understand the steps needed to create a marketing strategy
- ✓ to develop marketing materials
- ✓ to plan to protect, store and review materials
- ✓ to monitor the marketing strategy

Check that their expectations have been met.

Evaluation

**Please complete an evaluation form and leave
it with the trainer before you leave
😊 THANK YOU 😊**

TIME: 5 minutes (**TOTAL ELAPSED TIME 2HR 50 MINS**)

ACTIVITY: Evaluation Sheet

HANDOUT: N/A

Contacts for the future include organisations that have engaged well with young people. Networking can begin. Look to orgs like the Red Cross, or local councils.

On a more formal level enrol in more training

www.ofv.sa.gov.au

Phone
8463 4490



Government of South Australia
Office for Volunteers