

YouLead: Marketing

Skill development program for social organisations

Meeting customer needs through marketing

Marketing is a core capability for social organisations in a consumer-directed care environment.

Moving to a market-based system is a shift in focus for most social organisations, requiring new skills, processes and systems.

YouLead: Marketing is an online program for individuals or small teams (2-4 participants) from social organisations that need to build capability in their marketing.

Participants undertake a 10 week project to develop their own marketing strategy and activity plan, learning through more than 20 hours of videos, live workshops, advice, peer-to-peer collaboration, and learning support.

Participants apply this learning to their own organisational and customer needs.

The program assumes little or no marketing knowledge or experience, and is designed specifically for people with a social sector background.

What's special about this program?

- Learn by doing: **develop a powerful marketing strategy** for your organisation that helps you focus on the right markets, and a **practical activity plan** that outlines a calendar of activities to help you implement your strategy.
- Learn from a **blended learning system** through 30+ online videos, live project work, and dozens of proven marketing frameworks.
- Receive **live advice and facilitated learning** from 7 x 2-hour online workshops, which will support you to develop your marketing strategy.
- Receive a **broad overview of key marketing** concepts and skills, covering the foundations of good marketing.
- Learn from your peers through **small group work** and advice and learning support from the YouLead: Marketing team.

“I’ve seen our people develop impressive skills and creative ways of thinking ...”
Gerry Mak, UnitingCare *life* Assist

CLICK HERE to register for the program

Program details

Program Cost

\$1100 +GST Early Bird
(Register and pay before 1 Feb 2016)

\$1250 +GST Standard
(Register and pay between 1 Feb – 26 Mar 2016)

Click [HERE](#) to register or find the program on youlead.com

Time and place

When: 4 April - 17 June 2016

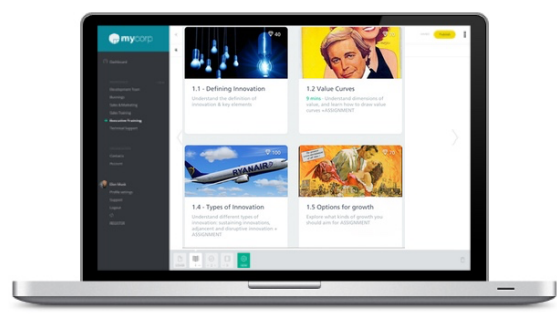
Where: Fully online, including live online workshops

Answers key questions

How can we become market-ready with a clear go-to-market plan?

How can we attract customers to consider and buy our offerings?

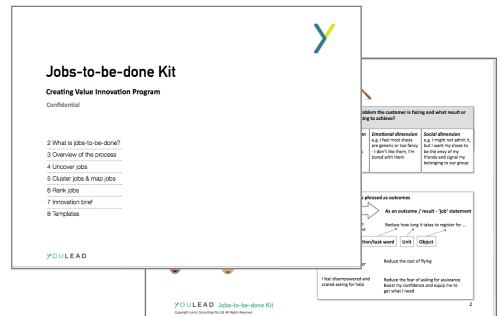
How can we keep our existing clients as customers in the new era?



Online learning of concepts with 30+ videos



Online workshops to progress your marketing strategy and activity plan



Templates, frameworks and workbooks make the learning practical and tangible

“A thought provoking program that provides insights from businesses across the world...”

Jonathan Pietsch, COTA Australia

Learning outcomes

- Understand the key principles and process of marketing
- Identify potential markets for growth
- Undertake basic market segmentation
- Develop approaches to understand and analyse markets
- Develop a customer proposition
- Understand brands and brand positioning
- Identify appropriate marketing channels
- Develop promotional messages
- Develop an introductory digital marketing approach - including online and social media
- Create a sales (business development) process
- Identify the metrics (numbers) you need to track for ongoing marketing effectiveness
- Develop your own marketing strategy - focus marketing activities on areas with highest potential
- Develop simple customer acquisition and retention strategies
- Develop a marketing activity plan - a calendar of activities and events to build awareness and attract and retain customers

Sample modules

What is marketing?

Defining markets and segmentation

Market research and product offer

Brand and customer experience

The art of persuasion

Customer propositions & messaging

Marketing measurement & metrics

Sales and distribution

Digital marketing and social media

Direct marketing and targeting

Retention strategies

Acquisition strategies

Communications channels and campaign development

Marketing budgeting

‘Sharpening the saw’ - continual improvement of marketing

www.youlead.com / ask@youlead.com

“There is great potential within your organisation. Instead of hiring an outside expert, **you** can lead development of your organisation's marketing strategy.”

- YouLead

About YouLead

YouLead aims to help social organisations build the skills needed for a consumer-driven world.

With modern technology and research into how adults learn most effectively, it has become clear there are better ways to learn new skills.

Lifelong learning for adults is best achieved through a ‘flipped classroom’ approach, where people learn concepts on their own before applying them in teams and workshops, focusing on real and important challenges for the organisation and its customers.

Contact us

Email Dale for a quote on a customised program for your organisation.

dale@youlead.com

www.youlead.com

About Dale Renner

Dale is the creator and lead facilitator of the YouLead: Marketing program.

Dale is a strategy, marketing and innovation consultant with 18 years of Australian and international experience working for organisations in a wide range of industries including health, education, energy and the social sector.

His passion is to drive and facilitate solutions to social problems through empowering social organisations with the latest innovation and marketing tools, capabilities and strategies.

He served on the Board of VCOSS for 6 years, and has worked with many social sector leaders on their strategic challenges. He has a B. Ec and an LL.B (Hons) from Monash University.



[CLICK HERE to register for the program](#)