

The Learning Curve

Selling Your Service

Maximising the effectiveness of promotional activity within a restricted marketing budget



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Who are The Learning Curve?

The Learning Curve provides courses for employers and individuals, information and guidance, charity and community sector support and development projects.

Our mission is to maximise potential through learning and development

Marketing & Communications

Co-ordinator role at The Learning Curve

To provide marketing and promotions support to ensure effective promotion, marketing and communications with stakeholders.



What is Marketing?

- The CIM definition of marketing is the **management process** responsible for **identifying, anticipating** and **satisfying** customer requirements **profitably**.
- For not-for-profit organisations the outcome may **be achieving the organisational objectives**.
- Marketing helps to **differentiate** your product from the rest (makes it stand out!)



Who are your customers?

- Who are your customers for each service/ product?
- Prepare comprehensive segmented customer mailing lists



No customers, No business

Market Research

What do your customers need and want?



Activity 1

Think of some common errors people make carrying out market research

- Speaking to everyone except the potential customers
- Failing to notice warning signals, as you are convinced your project will work
- Asking loaded questions – the answers to which just confirm your ideas without revealing the interviewees thoughts
- Ignoring the fact that often 20% of the customers provide 80% of the turnover.
- Assuming that you will compete effectively just because you have set your prices lower.
- Underestimating how long it can take to enter a market and take a reasonable market share (it can take years, not months)
- Failing to recognise the strength and the potential reaction of the competition.

Who are your competitors?

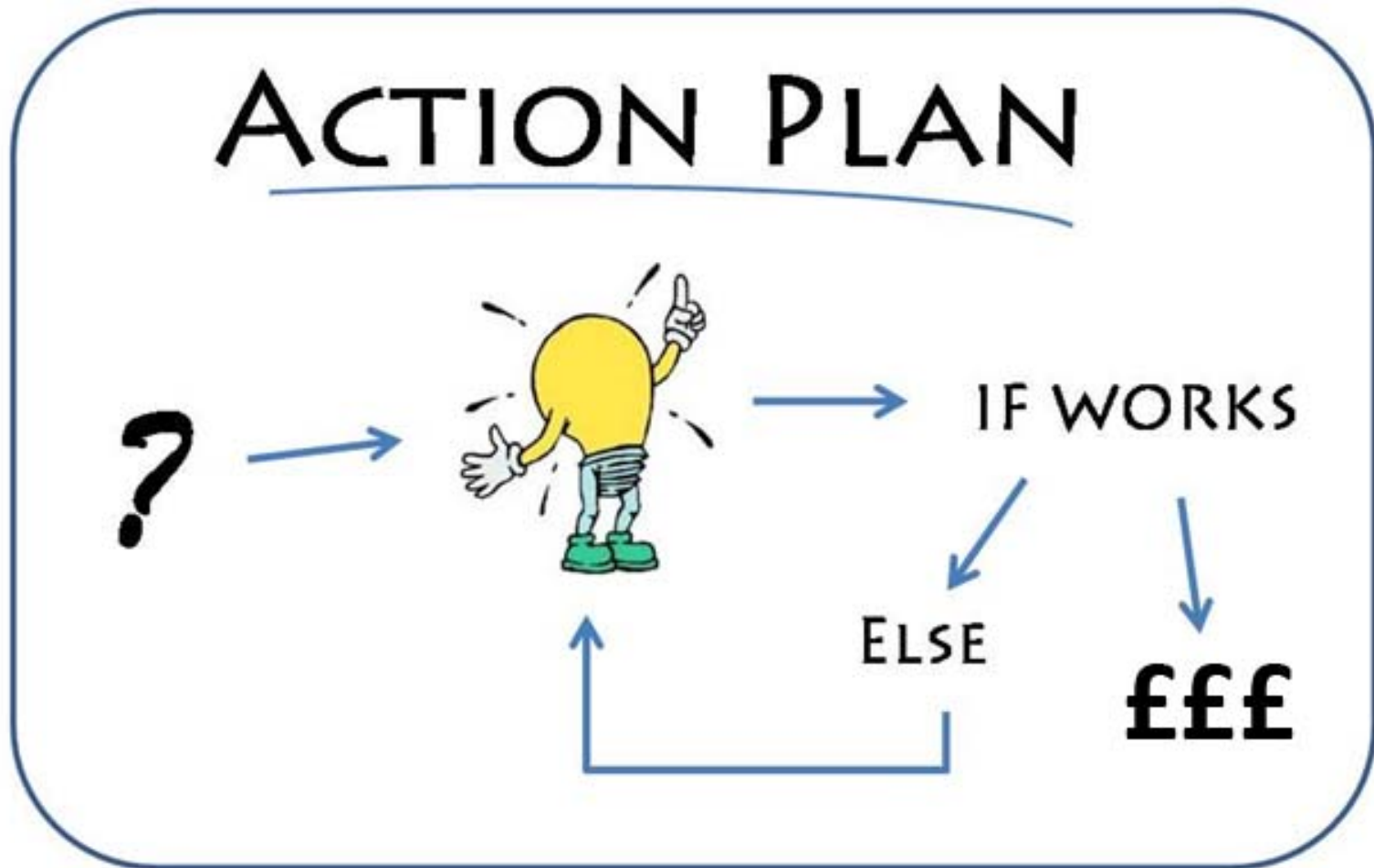
Look at:

- Pricing
- Delivery
- Availability
- Sales process
- Quality
- Future



Gaining accurate competitor knowledge information is critical for making strategic decisions.

Creating a Marketing Action Plan

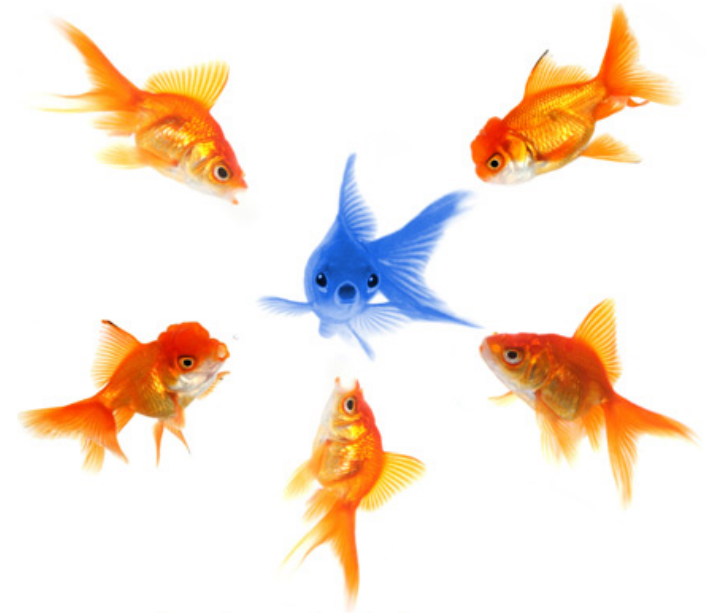


Your brand: Your image and messages

Ensure creative branding: key messages, design and photography, keep it consistent



- Create a house style and a set of guidelines



unique branding builds loyalty.

Activity 2

Activity 2 – Which brands do you know?

What does your logo and brand say about your organisation?



Selling your service - Offline marketing ideas

- Press releases
- Newsletters
- Articles
- Case Studies
- Brochures and leaflets
- Direct mail
- Adverts
- Branded giveaways
- Exhibitions and events
- Networking
- Directory entries

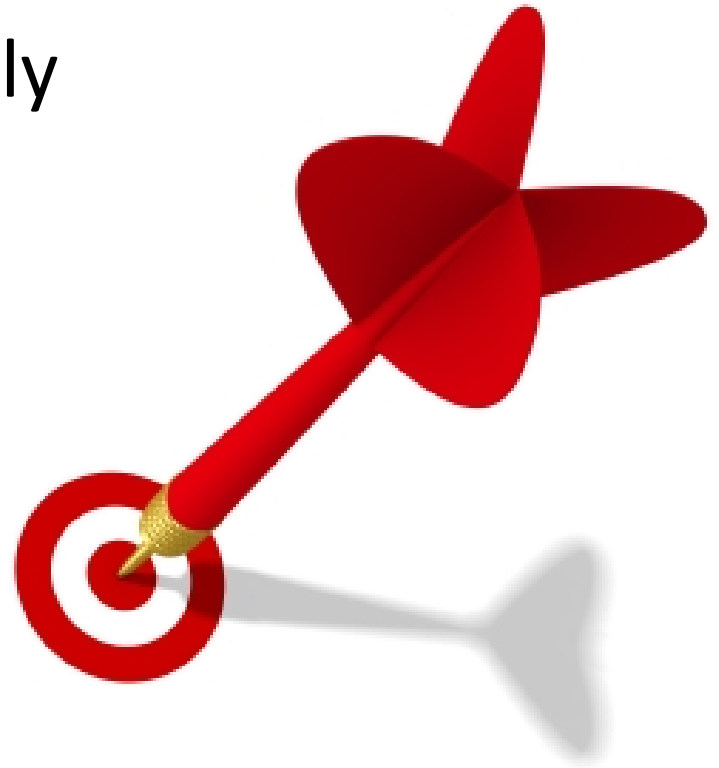


Selling your service - Online marketing (Social Media)



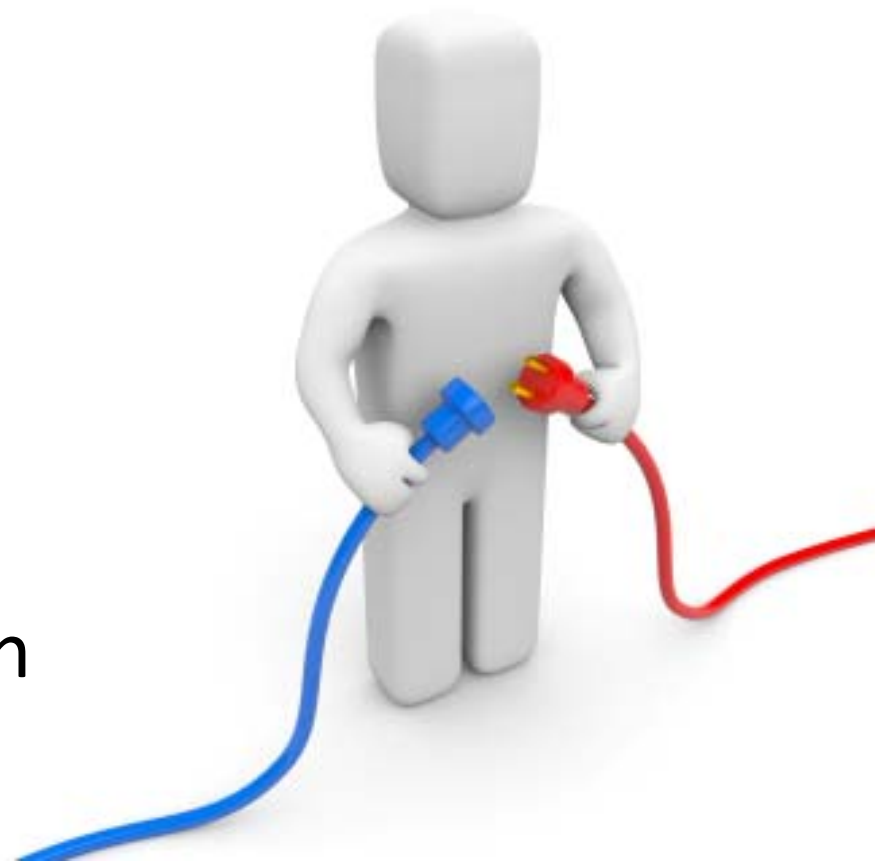
Targeted contact with current and potential customers

- Targeted contact specifically tailored to your customers
- Relationship building. Keeping your current customers informed.



Keeping your knowledge connected

- Relevant qualifications
- Online seminars
- Courses
- Books
- Magazines
- Networking – information sharing



Activity 3



Share what marketing activities have been successful in your organisation.


Looking for help with your marketing?

Many voluntary and community sector organisations can be let down by their marketing activities, literature and brand image. A failure to properly communicate your marketing message can hit you in terms of staff resources, funds and success. This is why The Learning Curve has set up a marketing support service aimed at helping organisations market themselves more effectively.

We offer an affordable graphic design service to the voluntary and community sector. Recent examples of our work include a new logo for Wiltshire Infrastructure Consortium, postcards and leaflets for Empower Swindon and logo design, literature, branded giveaways and pop up exhibition stands for the Step Up project.



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If you would like to discuss your marketing requirements and receive a competitive quote then please call or email Emma Charlton, Marketing and Communications Co-ordinator at
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