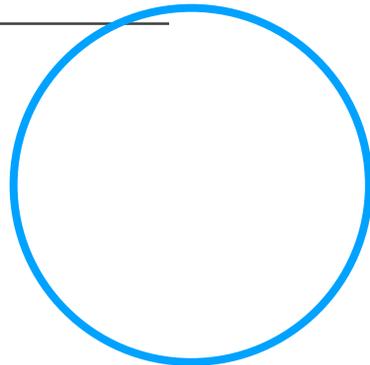


DIGITAL MARKETING FOR SCHOOL LEADERS

DATE: WEDNESDAY 15 SEPTEMBER, 2021

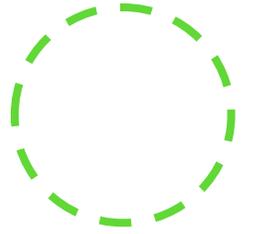




Module 3

THE MARKETING MIX

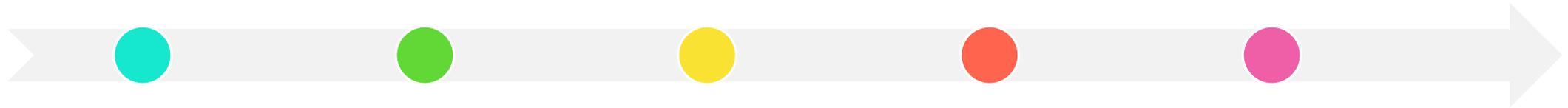
LEARNING OBJECTIVES



SERVICES
MARKETING

TALENT
MANAGEMENT

THE PROMOTIONAL
MIX



BRAND
MANAGEMENT

PRICE



A decorative graphic featuring a large pink arc on the left and right sides. In the top left, there is a dashed orange circle. In the top right, there is a dashed green circle. A small yellow dot is located on the left side of the pink arc. A small cyan dot is located on the right side of the pink arc. In the bottom right, there is a solid blue circle.

The heart of services
marketing is
consistently providing
superior customer
experiences.

TARGETED MARKETING STRATEGY: PARENTS, TEACHERS AND STUDENTS



CHARACTERISTICS OF SERVICE

- Customers impact other customers.
- Employees impact the outcome.
- Customer involvement is a must.
- The service, service provider, and customer are intertwined.
- This causes an opportunity to create a unique and memorable experience for customers.


Intangibility

- Convey the benefits of the service
- Set consumer expectations
- Pricing services is challenging.


Inseparability


Perishability

Organizations should invest in resources and personnel to deliver services at the appointed time.


Variability

- Train staff well.
- Have precise performance standards.
- Measure service outcomes to determine customer satisfaction

**Brand Identity
(Ideal)**

**The way a brand wishes
to be viewed**

**Created proactively and
internally**

**Company personality,
culture, employee
standards**

Messages, design, logo

vs.

**Brand Image
(Reality)**

**The way others view the
brand**

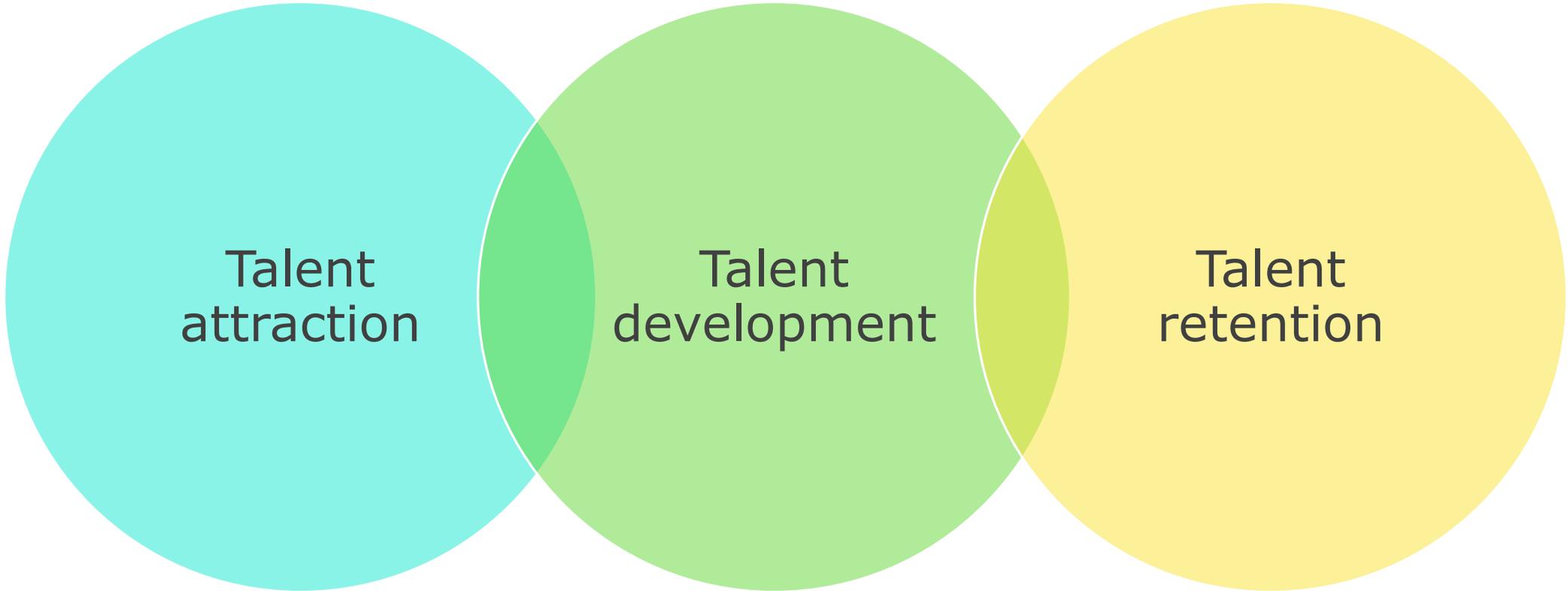
**Public perception of
identity**

**Consumer Emotional
associations and
expectations**

**Consumer impression
and associations**



TALENT MANAGEMENT



Recruiting | Performance management: measure & report | Learning & development | Career planning | Compensation & reward | Succession planning

Effective Action Responses:

Reduce price to match competition

Maintain price but raise the perceived value through communications

Improve quality and increase price

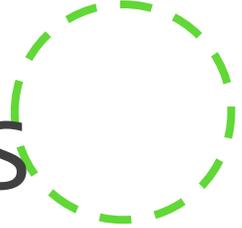
RESPONDING TO PRICING CHANGES

PROMOTIONAL MIX





EXAMPLES OF PUBLIC RELATIONS TOOLS



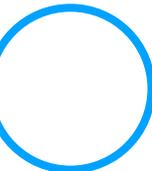
- 
- Drafting and distributing press releases

- 
- Speaking at events as a company representative

- 
- Giving back to the community

- 
- Creating publications/newsletters

- 
- Communicating with the public during a crisis





DIRECT MARKETING

In direct marketing, the marketer communicates with the potential customer with the goal of receiving a direct response from the customer.



QUEDAN 24 HORAS PARA EL TRAINING
"LOS 5 HÁBITOS PARA IR XUTAD@ X LA VIDA"
DE VICTOR KÜPPERS

14 Sep. | 20h (CEST) | Duración: 60 min.

¡Hola, Natalia!

Estamos muy ilusionad@s, ya van más de 10.000 personas inscritas en el training "Los 5 hábitos para ir xutad@ x la vida" de Victor Küppers y quedan 24 horas para que empecemos.

Además, al final de este entrenamiento **Victor Küppers te contará una sorpresa que con mucha ilusión te hemos preparado durante el verano.** ¿Preparad@?

Hay que recibir septiembre con una sonrisa y eso es lo que vamos a hacer en una tarde en el que compartiremos experiencias y hábitos de vida.

Natalia, te esperamos el martes, 14 de septiembre, a las 20h (hora española) :-)

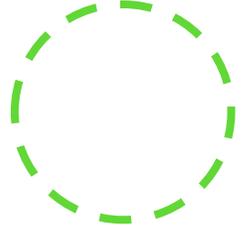
Recuerda, a partir de las 19:30h (hora española) podrás conectarte, y así evitar colapsos en la

ADVERTISING FUNCTIONS

- *Inform*: letting a consumer know a product exists.
- *Persuade*: convincing a consumer to choose one product over another.
- *Remind and Reinforce*: improving customer recall of products and services.



ADVERTISING: CATEGORIES OF ADVERTISING MEDIA



- Broadcast



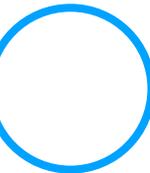
- Print



- Out-of-Home



- Digital



SUCCESS Model

Simple

Unexpected

Concrete

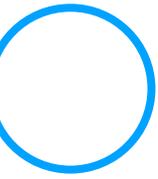
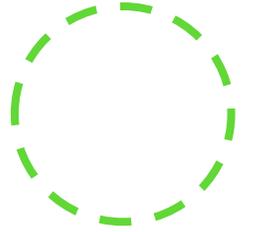
Credible

Emotional

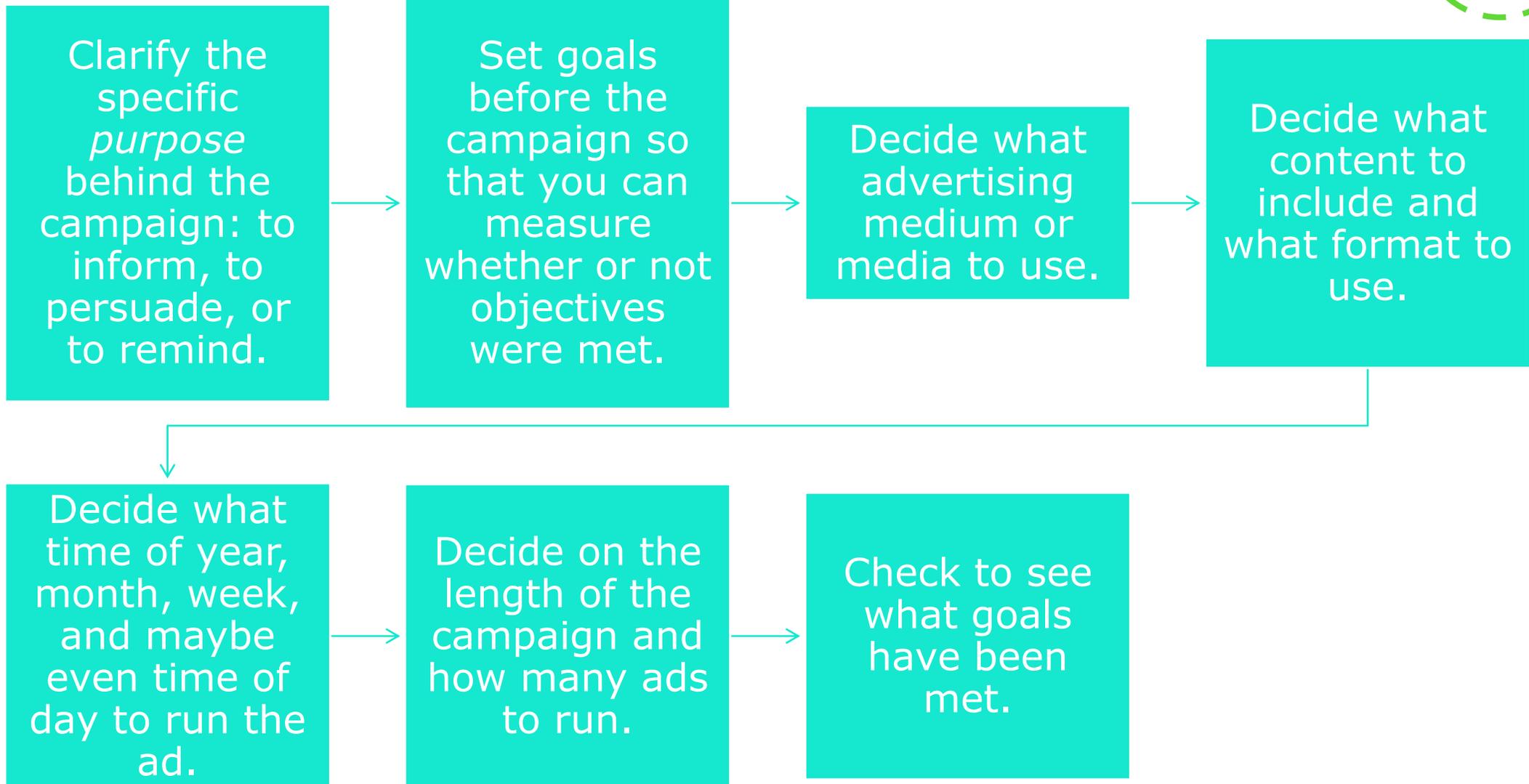
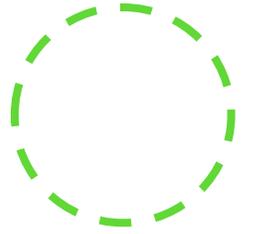
Stories



MIS STUDY CASE



AD CAMPAIGN STEPS

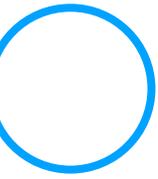




START BUILDING YOUR ONLINE COMMUNITY



1. Let's first determine where your community is online: Facebook, Instagram, Pinterest, Twitter, LinkedIn, YouTube, Blog, other.
2. Which online platform(s) are you going to use for your community (i.e., Facebook or blog)?
3. Add your mission or vision and "about you" information to your online platform.
- 4. Add the branding for your community to your online platform (i.e., profile picture, header, or photos from last event).





BRAINSTORM YOUR CONTENT IDEAS

1. What are the top three questions most frequently asked about your community topic?
2. List three upcoming holidays.
3. List three community updates, classes or events.
4. Brainstorm some other topics you'd like to write about.

- Now take a look at what you've written—this is all content! Turn any of this information into a social media post, blog post, etc., and **schedule** it to be posted!

