



Training Program Awareness Proposal

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Proposal for: NDTC
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Needs Assessment

The NDTC Training Program needs to gain greater exposure and candidate recognition for its services. In addition, the Training Program needs to fine-tune its marketing approach and further differentiate itself from competitors, allowing its Program to better support their position as a leader in the candidate training market. However, a lack of consistency, minimal fresh and topical content, and unfocused marketing efforts have slowed their client potential.

The NDTC Training Program wants to improve the overall marketing program:

- Build recognition and reputation
- Improve conversion rates and better track Key Performance Indicators (KPIs)
- Coordinate marketing, communications, social media, and public relations efforts with better, more consistent messaging
- Differentiate the Program from that of competitors and build the online reputation

Without a consistent marketing strategy, the NDTC Training Program risks loss of potential clients to competitors that utilize a more complete marketing approach. Building a strong online brand is fundamental to both short- and long-term client growth.

Solutions Focused

Here is what my team and I will deliver to help the NDTC Training Program manage the marketing in a way that builds and strengthens long-term opportunities:

- **An analysis of your current marketing efforts** — I will get to the heart of the matter by gathering information from you and your marketing suppliers about your current marketing and PR approaches, and how you are building your online brand.
- **Development of a custom marketing strategy to improve your client potential** – The Training Program 's marketing strategy plays an important role in building your brand - adding value and longevity to your candidate recruitment efforts. However, the strategy must be consistent across all marketing, PR, social, and communications channels. Based on the research and analysis results above, I will develop a strategy to target weak spots, strengthening and expanding your brand reach to new prospects.
- **Implementation of an integrated marketing campaign** – The most important part of any campaign is putting it into action. This includes everything from your website and logo, to minor details like style guides, email and social media messaging, business cards, and more. Your Training Program's image needs to

be consistent across all client-facing elements, systematically implemented in order to drive increased opportunities for your Program team.

Marketing Options

Suggested Marketing Activities:

- Website - review, updates, mobile ready, AMP standards, maintenance, SSL
- Content Creation – articles, blog posts, social media posts
- Graphics – image creation and editing
- Social Media - engagement and management
- SEO Management
- Video Production – client testimonials and the “NDTC Minute”
- Telephone - scripting and cadence
- Email Automation - content creation, production and management

Delivering Results

Working with me and my team will help the NDTC Training Program to capitalize on the positive aspects and strengthen weak spots through a coordinated marketing approach. If hired, the project will break down into the following phases:

1. Research and Analysis

We will start by gathering information about your current marketing efforts. The next step will be a competitor analysis, to determine position in the marketplace.

Finally, we will wrap up with a full audit of your current efforts, analyzing the perceived promise and personality, value and history. This brand audit will also include a SWOT (strengths, weaknesses, opportunities and threats) analysis that will guide us in creating a custom strategy to be incorporated into your Training Program’s marketing, communications and public relations efforts in a consistent way.

2. Development of a Custom Marketing Strategy

Based on results of the research and analysis phase, we will create a long-term strategy that uniquely defines your brand, addressing any weaknesses and capitalizing on existing strengths.

With this strategy, we will create a marketing plan to coordinate marketing goals with your objectives.

3. Systematic Implementation

Once we have the strategy in place, we will create guidelines for your website, vlog, blog, social media, email campaigns, presentations, logo animations and other activities and materials.

The goal will be an integrated marketing approach across all potential points of interaction with prospects.

Results will be multi-fold:

- 1) broader recognition of your Program
- 2) improved differentiation of your Program as a leader in the marketplace
- 3) increased visibility to Google resulting in improved conversions of prospects

4. Results Analysis

As with every engagement, results analysis is crucial in order to judge the effectiveness and resulting Benefit Costs Analysis (BCA). The CBA allows us to determine if the investment was sound and achieved its total expected results.

Next Steps

The NDTC Training Program needs to build its online presence in the marketplace to drive new prospects and generate increased opportunities, referrals and repeat business. My marketing expertise can provide the necessary analysis and strategy development to do just that.