

## Basics of Program Marketing

Instructional Designer Level 4:  
Implementing Instructional  
Interventions

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## Why Market Your Program?

- ✔ Ensure adequate participation
- ✔ Communicate what the program is about
- ✔ Convince other publics that the topics are important

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But... what is *marketing*?

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### Know Your Niche

- Track requested topics
- Monitor websites and listservs
- Make contacts
- Groups of people
- Forums

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### Questions to Consider:

- Who needs to be *sold* on the program?
- What types of promotional materials?
- What organizational factors?
- What environmental factors?
- Transfer plan?

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The screenshot shows the Health Promotion LIVE website interface. At the top, it says "Health Promotion LIVE" and "Free live & archived webinars". Below this is a navigation menu with options like "Home", "About", "Continuing Education", "Support Us", "FAQ", "Contact Us", and "Webinars". The main content area features a webinar titled "Building Healthy Communities" presented by the CDC on Friday, February 26th, 2010. It includes a description: "Presentation and dialogue featuring a multi-sector and multidisciplinary perspective on attaining a higher quality of life in local communities." There are social media icons for Facebook and Twitter. A "Live Customer Service Chat" button is visible. Below the chat is an "Archives" section with a "Select Month" dropdown menu. A "Search" section is also present with a "Search for:" input field and a "Search" button. At the bottom, there is a URL: "Retrieved from: http://healthpromotionlive.com/2010/02/26/feb-26-building-healthy-communities/".

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Key Aspects of Program Marketing

- Product
- Price
- Place
- Promotion

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Promotional Materials

- Brochures/Flyers
- Website
- Form letters/Memoranda
- Newspaper/Newsletter
- Email
- Postcards
- Catalogues
- Posters
- Personal contacts

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Preparing Good Media

- Keep the intended audience's interest
- Simple!
- Images match/illuminate text
- Use present tense
- Give the message a sense of urgency

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### Preparing Good Media

- ✔ Use personal pronoun
- ✔ "Speak" to the audience
- ✔ Do not use jargon
- ✔ Emphasize benefits
- ✔ Convey enthusiasm

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### Track Your Efforts

- ✔ Document your strategies
- ✔ Periodically review impact
- ✔ How did participants learn about the program?
- ✔ What factors were most influential?

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### Now it is your turn...

Given the concepts you just heard and read about, develop a flyer, email, or post card to promote your continuing education program.

Once you have your promotion media developed, send it to your classmates.

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## Respond...

Classmates: Provide each person some feedback on your reaction to the promotion media as though you were being solicited to participate in the program.

- What caught your attention?
- What made you consider *not* participating?
- Was there something that made you think, "I *want* to attend this class!"

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