



# MARKETING

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This program provides everything you will need to get your product or service into the hearts, heads, and hands of customers.

**PROGRAM OVERVIEW**



The Social Enterprise Institute exists to equip a global movement of entrepreneurs with the inspiration, knowledge and tools they need to deliver social change.





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# ABOUT OUR PROGRAMS

The **Social Enterprise Institute** provides world-leading learning for social enterprises, purpose-driven businesses, and enterprising nonprofits.

Developed by international experts, each of our programs offer the practical knowledge, tools, and confidence you need to master a topic. You can dive deep into one subject bundle, or take a series of bundles over several subjects that will provide all the foundational knowledge needed to develop a successful social enterprise.

Our interactive, video-based training programs are completed online at the pace, location and time of your choosing. You learn with a global community of social entrepreneurs and coaches, and can ask questions and get feedback at any time.

If you want to develop your skills and build your social enterprise as part of an incredibly supportive online community, our programs are for you.



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# MARKETING FOR SOCIAL ENTERPRISES

Customers are the lifeblood of any business; they make the difference between success or failure. Effective marketing underpins success as it guides every interaction between your enterprise and its potential customers.

Marketing is not just about promoting a product or service. It also involves:

- > Researching potential customers.
- > Developing offerings that suit your customers' needs.
- > Determining the optimum price for your product or service.
- > Selecting the right channels through which to communicate with customers.
- > Implementing winning strategies to promote your brand, product, or service.

Successful marketing doesn't come about by accident. While there's always an element of trial and error, there are marketing strategies, techniques, and tools that have proven effective for social enterprises.

This program provides everything you need to successfully market your social enterprise. It covers all the main aspects of creating your product and then getting that product into the hearts, heads, and hands of your potential customers.





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# WHAT YOU WILL LEARN

This program will develop your understanding of essential marketing concepts, strategies, and tools, and you will learn how these can be applied to deliver real results.

After completing this program you will be able to:

- > Plan and execute an effective marketing strategy that will help you stand out from the crowd and gain a competitive advantage in your market.
- > Refine your marketing messages based on deeper insights into your customers' needs and the influences on their purchasing decisions.

- > Present and price your products or services in a way that is irresistible to your target audience.
- > Understand how you can identify, reach, and convert prospects into paying customers who will remain loyal and grow your revenue.
- > Identify how you can promote and sell to different market segments, including direct to consumers and business-to-business.

By helping you reach and serve customers, this program will set your organization up for business success, and ultimately, greater impact.



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# THE COURSES INCLUDED

Through a series of 9 online courses, the program provides all of the foundational knowledge and tools you will need for effective marketing.

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## 1. SETTING YOUR MARKETING GOALS

Marketing is a necessity. Something that all enterprises must embrace. Find out how marketing fits within your business operations, how every social entrepreneur can find the right marketing mix, and what to include in an effective marketing plan.

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## 2. MARKET RESEARCH: TOOLS AND TECHNIQUES

Customer intelligence should inform all marketing decisions. Find out how you can apply proven research techniques to find customers, get to the bottom of their needs and wants, and understand what influences their purchasing decisions.

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## 3. MARKETING MIX: PRICING FOR IMPACT AND PROFIT

Customers buy products and services based on two main criteria. Price and quality. Find out how to go about pricing products or services in a way that covers costs, maximizes revenues, and maintains high levels of demand.

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## 4. MARKETING MIX: PROMOTIONS

There's more noise than ever in the market as companies compete feverishly for customer attention. Find out how to cut through the noise and craft compelling messages that can activate demand from different customer groups.

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## 5. MARKETING MIX: PLACEMENT

You can't make money if you can't get in front of your customer. Find out how your product or service can be distributed, the pros and cons of different options, and how you can make the right placement choices for different market segments.

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## **6. BUSINESS TO BUSINESS AND WHOLESALE MARKETING**

Lots of opportunities exist to sell to corporate and public sector buyers. Find out how to sell to other organizations, including where to find customers, how to prepare for a bidding process, and how to set wholesale prices (for volume sales).

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## **7. INTERNET MARKETING**

More of our lives than ever are spent in front of electronic devices. If that's where people are, then that's where you need to go. Find out how you can improve your online presence, how to gear up for digital marketing, and what tools you can use.

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## **8. RELATIONSHIP MARKETING**

It's far more cost effective to retain a good customer than to find a new one. Find out the strategies you can use for customer retention, viral marketing, and customer upgrading, to increase revenues, build loyalty, and extend your mission.

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## **9. MEASURING MARKETING SUCCESS**

The more successful you are at marketing and selling to customers, the greater your capacity for social good. Find out how to design your marketing efforts, and the tools you can use, to enable simple tracking and the measurement of results.

These courses can be taken sequentially, with each building on the last, or you can take them as and when you require knowledge on a particular topic.

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# WHAT YOU GET

The Marketing Program is available on-demand, in bite-sized chunks and in a form that's just right for busy founders, managers, and staff.

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## From the program you can:

- ✓ Get the full **e-learning bundle**, which includes unlimited access to all **9 online courses**, together with exclusive downloadable **templates and worksheets**, plus an array of relevant **examples, reading** and further **resources**.
- ✓ Deepen your learning experience through an **intensive, group-based training day** where you will learn among a supportive group of peers, and then gain **certification** on successful completion of the online courses and submission of an applied program assignment.
- ✓ Take the opportunity for a more personalized program (Premium Program only), including **monthly check-ins**, access to **group coaching** every two weeks by way of video calls, together with up to 10 **one-on-one coaching sessions** to help work through all of your marketing challenges.







# PROGRAM OPTIONS AND FEATURES

Choose the program option that works for you.



## E-LEARNING BUNDLE

- ✓ Introductory program video
- ✓ Package of 9 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader



## ACCELERATED CERTIFICATE

- ✓ Introductory program video
- ✓ Package of 9 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader
- + Ongoing monthly contact with the program leader
- + Exclusive course materials and resources
- + Program assignment and assessment
- + Certificate on successful completion



## PREMIUM PROGRAM

- ✓ Introductory program video
- ✓ Package of 9 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader
- + Ongoing monthly contact with the program leader
- + Exclusive course materials and resources
- + Program assignment and assessment
- + Certificate on successful completion
- + Regular motivational emails, tips and videos
- + Access to additional online masterclasses
- + Fortnightly peer group coaching via video calls
- + Up to 10 one-to-one expert coaching sessions

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# WHO THE PROGRAM IS FOR

Our marketing program is designed especially for social enterprises, mission-led businesses, and nonprofits.

Is your organization struggling to stand out in a crowded market? Can't tell your customers from your consumers? Unsure if your marketing strategies are effective? Can't decide where to allocate your limited marketing resources, or where to start? Look no further, this is the program for you.

If you belong to one of the following groups, this program will likely be the perfect fit.



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## FOUNDERS AND LEADERS

Perhaps you're starting or building your social enterprise but don't yet have a marketer in place. You can quickly learn the foundations of marketing or take courses just when you need them. With affordable coaching you can get all your questions answered.



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## WANNABE MARKETERS

Got a taste of marketing and want more? You can quickly gain knowledge of all the marketing basics through our e-learning, while growing your role and expertise within the organization. You can also take our Accelerated Certificate to kick-start your career in marketing.



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## ESTABLISHED MARKETERS

As someone in a marketing role, your ongoing professional development is vital. Refresh your skills or fill gaps by taking our online courses. Then get a certificate to validate your skills or work with an expert coach to improve your practice.



BE HAPPY :)

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# ABOUT THE SOCIAL ENTERPRISE INSTITUTE

The **Social Enterprise Institute** is the world's school for social enterprise. We're on a bold mission to equip 1,000,000 changemakers with the inspiration, knowledge, and connections they need to achieve a lasting social change. We bring together a diverse global team of social entrepreneurs, educators, developers, content specialists and coaches.



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## WHERE CAN I FIND OUT MORE?

Committed to making a change in the world?  
Talk to us or register your interest today.

### CONTACT US:

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ASK A QUESTION

[hello@socialenterpriseinstitute.co](mailto:hello@socialenterpriseinstitute.co)

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REGISTER TODAY

[www.socialenterpriseinstitute.co](http://www.socialenterpriseinstitute.co)



The Social Enterprise Institute is the world's school for social enterprise. We bring all the knowledge and tools you will need to start, manage, and grow an amazing social enterprise... plus a supportive global community of peers, instructors, and coaches.



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