



Volunteering S.A. Inc.

Introduction to Marketing



Government of South Australia
Office for Volunteers

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INTRODUCTION TO MARKETING

Objectives:

Once you have completed this training you should be able to:

- Consider foundations for a good marketing strategy
- Understand the steps needed to create a marketing strategy
- Develop marketing materials
- Plan to protect, store and review materials
- Monitor the marketing strategy

Pathways to a formal qualification

This workshop has been developed to align with aspects of nationally recognised units of competence (subjects).

CHCORG15B Promote the Organisation
CHCINFB Process & Provide Information

As evidence of your participation in the Introduction to Marketing workshop, you will receive a Certificate of Attendance with a statement outlining what has been covered.

Disclaimer

Volunteering SA Inc and the Government of South Australia accepts no responsibility or liability for any inaccuracies contained in any material in this presentation.

This presentation is intended to provide general useful information and should not be relied upon as constituting any advice.

Attendees should, before acting on any matters arising out of or otherwise in relation to this presentation, seek their own specific independent legal or other advice about their situation.

Handout: The 6 P's of Marketing

Activity: Think about your own organisation. Briefly list some key points.

PRODUCT	
PLACE	
PRICE	
PROMOTION	
PEOPLE	
PROCESSES	

Activity: Components of Marketing

Indicate on the table below which of the components of marketing your organisation does already and to what level – high; medium; low; nil

Components of Marketing	Your organisation's level of involvement
Research	
Analysis	
Planning	
Promotions	
Publicity and Public Relations	
Staff training	

Following is a checklist which you will find useful as you develop the organisation's marketing plan.

Checklist - Organisational Marketing Plan

- Vision statement**
- SWOT Analysis**
- Goals**
- Strategies**
- Action Plan**

Handout: Where do we begin? – Planning

<p>STRENGTHS What are your advantages? What do you do well? What do other people see as your strengths?</p>	<p>WEAKNESSES What do you do badly? What should you avoid? Where should you try to improve?</p>
<p>OPPORTUNITIES What is happening around you that could be of advantage? What are other people doing that could have a positive impact on your organisation?</p>	<p>THREATS What obstacles do you face? What is happening around you that could affect your options? What are others doing that could have a negative impact on your organisation?</p>

Activity:

What do we do with our SWOT analysis now?

Once you have completed the SWOT analysis, look at the results, and think about how you will maximise your strengths and opportunities and use them to the organisation's advantage.

Then think about turning the weakness into strengths and threats into opportunities.

This will lead into setting your marketing goals or objectives.

Activity: Customers

Respond to each of the following questions in relation to your organisation.

Who are your customers?

Will they buy your product or service?

What will they pay?

Who are your competitors and what do they offer?

What is your point of difference?

What is the size of the market and what share can you expect?

What are the barriers for your customers?

Handout: Template of a survey

{This one surveys visitors to the organisation or an event but it could be adapted to suit your organisation's needs}

Begin with an introduction of why you are asking questions and indicate how long the survey should take.

Good morning/afternoon. We are conducting a survey about the experiences of visitors to our museum/gallery/event etc. It will only take a couple of minutes. Would you like to participate?

The following questions are some examples of things that you might like to research through your survey. These are examples only. You should think about your own organisations and write questions appropriate to the information that you would like to know.

Please circle the age group that best describes you.

1-10 11-20 31-40 41-50 51-60 over 60

Sex Male Female

What suburb or town do you live in? _____ Postcode _____

Did you come with a group? (family, friends, tour, school, etc) _____

How many in the group? _____

How did you get here? (car, bus, walked, etc) _____

Have you visited/are you planning to visit other attractions in the area today? (shops, other cultural organisations, etc.) If so, which ones?

Is this your first visit to our museum/gallery/event etc? _____

Please circle which of the following facilities you have used today:

Bookshop Coffee shop Family history collection Guided
tour

How long was your visit? _____

Which displays did you visit today?

Where there any displays that you chose not to visit? If so, why?

-

How did you find out about the museum/gallery etc?

Were there any other services/facilities that you would have liked us to provide?

What did you enjoy the most about your visit today?

What was your favourite display? Why?

What was your least favourite display? Why?

	Strongly agree	agree	Not sure	disagree	Strongly Disagree
I would recommend (this organisation) to friends	1	2	3	4	5
The labels were easy to read	1	2	3	4	5
Staff were helpful	1	2	3	4	5
It was easy to find my way around	1	2	3	4	5
I feel I got value for money	1	2	3	4	5

For further information, refer to Who's your Market? On the Australia Council website www.ozco.gov.au

Handout: PREPARING PRESS RELEASES

WHY USE A PRESS RELEASE?

Press releases are a tool for you to use to get noticed in a way you normally could not afford. A press release does this by getting media outlets, newspapers, radio and TV, to get your message out there. By having media outlets pay for the air time, paper and distribution, the press release can be the most cost effective way of drawing attention to you, your event or organisation.

A press release that is picked up or used by a media outlet is better than an advertisement. This means the message will have more credibility.

WHAT IS A GOOD PRESS RELEASE?

A press release is a "news item". A news item needs to inform not sell. You use a press release to inform the public about you, your event or your organisation and why it is important to them. Your item must be relevant, up-to-date and contain a local flavour.

A press release identifies a problem then offers a solution, i.e. you need to raise funds to do something worthy, the public will help by attending your event, in helping your cause by attending your event they will have a fantastic time at a low cost.

WHAT MAKES SOMEONE TAKE NOTICE OF MY PRESS RELEASE?

The first hurdle is to grab the attention of the person who decides if you are newsworthy. To achieve this, the release must get to this person, so find out the exact name, title and address of this person and the release should be properly addressed to this person. A phone call to the media outlet will usually reveal this information.

Once they have your press release you need to attract attention to your release out of all the others they have received. Use a catchy phrase, title, logo or distinctive paper to catch their eye so that they will then go on to read the rest of your release.

Now that you have caught their attention your release will have one of three effects: the rubbish bin, publication as you have written it, or a call for more information and maybe a larger coverage. All this will depend on your message and your presentation.

HOW TO AVOID BEING BINNED!

The biggest mistake people make is to miss deadlines so find out what they are for different outlets. Your marketing plan could have a spreadsheet covering this issue

Use letterhead to show it is official and make sure all contacts are clearly on it. Your release should be on A4 paper, one sided, typed using double spacing,

pages should be numbered (1/2, 2/2) and have your name and address. If your release is being sent to only one outlet consider having the word "exclusive" situated where it is easily seen.

The first page should contain your news item; the second page should be a biography on you or your organisation. Keep both concise, precise and to the point. If it isn't relevant to the news point then leave it out. If they want to know more they will call, if there is too much waffle they will move on to the next release.

Your release should compare similarly to the other stories in the media in regards to interest and local relevance. Do the work for the journo. As they can be very busy and may not have time to make changes then they may run the story as you wrote it. If you want them to call leave out enough detail to stimulate a call for more information.

If you have a VIP attending your event say who it is and when and why they'll be there. Photos can add appeal but need to be interesting and active eg someone giving blood or actively doing some volunteer work -remember "a picture tells a thousand words. Should preferably be in black and white

Check that all the details are as correct. Never lie, stretch or bend the truth.

It can be a good idea to tailor your release to different media outlets as radio, print and TV have different needs. Take the time to study your targeted media outlet and write your release in their style and manner.

WHAT SHOULD I DO AFTER SENDING OUT MY PRESS RELEASE?

Call the editor to see if your release will be used and ask if they require any more details. Making this call is good to introduce yourself. It also shows your commitment and gives them a chance to ask for more details. You can also ask for feedback on your release if it is not going to be used.

COMMON ERRORS WITH PRESS RELEASES

- Missed deadline
- Too much like an advertisement
- Too long
- Too short
- Badly written
- Content unsuitable
- Untimely
- Not enough local flavour
- Incorrect address
- Writing unreadable
- Too much waffle and not enough relevant details.

Handout: Press Release Template

FOR IMMEDIATE RELEASE

(Headline)

Lead Paragraph

Paragraph 2

Paragraph 3

Paragraph 4 – quotation