



Measurably better; modern marketing

XEER Digital marketing improvement

The Current Situation

As the further education and skills sector moves (and is moved) toward a culture of autonomy and commercial independence, FE providers need to self-generate higher levels of interest and commitment from a range of potential customers. Potential students, employers and hard to reach groups all need separate approaches. Expensive, traditional marketing approaches are failing to engage audiences. The use of digital marketing, with its capability to identify and engage individuals and measure the results to drive cost effectiveness, is already here. It's time to design your own integrated programme and reap the benefits.

“Enough about you, what about me?”



Traditional marketing has always been ‘Outbound’. We shouted about how good we were, how we’d just opened a new building or won an award, or hired a new lecturer. It’s was all about “me, me, me.” Those days are gone..... and their not coming back. The people you are trying to reach now are interested in what’s in it for them, how they can succeed, how they can become an apprentice, how they can get a job in hairdressing. Marketing today is about being supportive, informative and nurturing. Engaging as a trusted advisor, becoming part of the advising and decision making process for the person you are having a two way ‘conversation’ with. It’s not about big marketing campaigns, it’s about communication and converting leads into customers.

Applied learning

The workshop is above all, practical. Delegates get new knowledge, then immediately practice using it. There are group exercises and discussion, with personal reflection times.

You develop a usable marketing plan

Over the two days of the workshop, as a delegate you'll complete your own XEER marketing plan template, so at the end of the course you'll know what you need to do, and how to do it. You'll set goals, plans and timelines for your success.



How the course is structured and delivered

- The workshop can be delivered for groups of 5 to 12 people
- Multi-organisation workshops increase the flow of new ideas
- Your sales team as well as your marketing team should attend



- Setting specific goals
- Measuring results
- Defining the audiences
- Defining personas
- Outbound versus Inbound
- Keywords and long tail keywords
- SEO: Search Engine Optimisation
- Link bait and SEO building blocks
- Designing your plan
- Organic versus Paid search
- Analysing on line results
- Great content marketing
- Developing reward content
- Competitive benchmarking
- Effective infographics
- High Impact Blogs
- Getting a decision
- Keeping your contacts warm
- Social media; Doing it right
- Using Gamification
- Filling the marketing funnel
- Working with sales
- Building strategic bridges
- Aligning with organizational strategy
- Know your numbers; Budget allocation
- Check your plan!

This is a two day, INTENSIVE workshop.



Clear benefits, measurable outcomes

A successful implementation of your plan can be expected to deliver:

- The cost of acquiring each customer
- A focused approach to delivering strategic goals
- Measureable cost / benefit ratios and KPI's

About the facilitator: Paul Calkin is a Director of XEER. He has substantial experience in marketing, sales and business development. With a background in further and higher education, he has designed and successfully implemented business improvement programmes at FE provider organisations nationally. He has been a director of global marketing at fast growth companies. He ran a start-up business division to a \$3 Billion market capitalization, and is experienced in organizational 'turn around' from loss to profit. He moved an organisation from a £1 million loss on a turnover of £12 Million, to a turnover of £200 Million and a margin of £30 Million. He ran a sales and marketing training division for a large consulting group across 39 countries.

Paul has also designed and taught an MBA course in 'Entrepreneurial e-Commerce' at the American University in Washington DC, and was formerly the professorial advisor on e-Commerce futures to the Humphrey Fellows (Part of the Fulbright scholarship programme).

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