

Creating Your Marketing Pitch: Overview

| | Live Training | On-Line Training | Coaching |
|----------------------------|---|---|--|
| Learning Objectives | <ul style="list-style-type: none"> Name the four characteristics of effective messaging Formulate a clear, concise, compelling elevator pitch for a program or project Identify and explain 4 – 6 supporting points Formulate target audience messaging | <p>Marketing Public Health (self paced)</p> <ul style="list-style-type: none"> Describe the four pillars of a strong brand Outline the steps for developing an effective marketing communications plan which include: <ul style="list-style-type: none"> Understanding the mission and goals Knowing the audience Identifying the core umbrella messaging Defining messaging by target audience, and Identifying and prioritizing tactics Describe the importance of educating the staff and other stakeholders on desired brand behaviors, and Identify and track success metrics <p>Creating Your Marketing Pitch (recorded webinar)</p> <ul style="list-style-type: none"> Short version of Live Training | <ul style="list-style-type: none"> Continue to build capacity for developing concise, compelling messaging Refine message hierarchy for a specific organization or program Finalize a marketing communications plan (including success metrics) |
| Length | Half day | One hour | Variable. When conducted as follow on to live or online training, typically one hour 1:1 working session for each participant or small team |
| Cost | \$3,000 plus instructor travel and materials | Free | TBD based on # of sessions scheduled and on whether the sessions are independent or connected with another training. Typically, \$200/hour/team if scheduled as a package through NEPHTC. |
| Size | Flexible to audience size | Unlimited | 1 - 4 per coaching session |

Classroom Training

Description:

A practical, hands-on half-day marketing workshop (with prework and followup) for public health leaders. Led by brand strategy consultant Michele Levy, each workshop includes four key components:

- Initial questionnaire (participants complete one week prior to session, Michele reviews and preps for session)
- A 30-minute facilitated group discussion of each participant's marketing challenge (Michele to lead the conversation, providing comments and advice, but also drawing upon the relevant experiences of the group to broaden and enrich learning)
- One hour post-session follow up with each participant or team to review and prioritize workshop outcomes
- Consultation with workshop sponsor to collect evaluation data and measure overall impact

Each participant receives a copy of Michele's book: *Building Your Brand: A Practical Guide for Nonprofit Organizations*.

Learning objectives:

- Name the four characteristics of effective messaging
- Formulate a clear, concise, compelling elevator pitch for a program or project
- Identify and explain 4 – 6 supporting points
- Formulate target audience messaging

Intended Use

- Public health teams charged with marketing a department, program, project, or service

What public health workers are saying about the Applied Marketing Workshop:

"Breaking down the process of messaging to really get your target audience what they want and need to hear...was very helpful and I can't wait to bring this back and incorporate it in all of my division's projects."

"The most helpful thing about this training was the public messaging activity. Narrowing down our elevator speech was challenging but very helpful and beneficial."

"It helps to know there's an opportunity to continue refining my messaging during the 1:1 call."

Evaluation Data from Spring 2019 New Hampshire training event:

Satisfaction: 96.9% (Agree and Strongly Agree)

Action: 100% (Agree and Strongly Agree)

Team Made Branding Progress: 96.7% (Agree and Strongly Agree)

Online Training:

Self-Paced: [Marketing Public Health](#)

Description: This practical one-hour training uses a case-based approach to help public health staff understand the core principles of branding and marketing communications in order to apply them in their own work

Learning Objectives:

- Describe the four pillars of a strong brand
- Outline the steps for developing an effective marketing communications plan
- Describe the importance of educating the staff and other stakeholders on desired brand behaviors
- Identify and track success metrics

Recorded Webinar: [Creating Your Marketing Pitch](#)

Description: Creating Your Marketing Pitch is one-hour webinar for public health managers and leaders. An “express” version of the Creating Your Marketing Pitch half day workshop, this webinar draws from recent public health case studies to offer practical, actionable advice on creating concise, compelling messaging for programs and projects.

Learning Objectives:

- Name the four characteristics of effective messaging
- Describe how to formulate a clear, concise, compelling elevator pitch for a program or project
- Differentiate between the main message and the 4 – 6 supporting points.
- Assess the value and nature of audience-level messaging

Coaching

Description: As a follow-on to the live Applied Marketing Workshops, teams can receive 1:1 coaching from Michele Levy, our branding and marketing communications expert. In these one hour coaching sessions, individuals and/or small teams will further refine the messaging they began to develop in the workshop. These sessions can also be used to start or refine a marketing communications plan. They can happen live or via phone/videoconference.

Coaching of any duration can also be scheduled independently of the Applied Marketing Workshop. An initial conversation will be required to scope independent coaching engagements.