

Design Your Education-Based Marketing Strategy

**adapted from the work of Danny Weber
AttractAndClose.com*

1. Brainstorm Challenges
2. Brainstorm Expertise
3. Plan
4. Produce
5. Present

1. Brainstorm Challenges	<p>Hold a meeting with your team to determine what your brand will be teaching your target audience / stakeholder.</p> <p>Use this template (page 2) to write down all the challenges your audience / stakeholder needs help with in the OBSTACLES column; write down how your centre directly solves those issues in the other column titled EXPERTISE.</p>
2. Brainstorm Expertise	<p>Match every obstacle with an appropriate solution from your expertise column.</p> <p>For example, if your subscriber's issue is not being able to park, your expertise in the local area would help them turn this problem around and discover parking options or learn to arrive early and have a meal....</p>





OBSTACLES	EXPERTISE



3. Plan

Using this connection, decide how you want to present your information.

Will your instructions be best absorbed in a podcast? An article? A map? Infographics? Interview?

Write down realistic (and budget/manpower-friendly) possibilities:

4. Produce

Outline a plan of attack for every member of your team so producing your education-based content doesn't take too many manpower hours. Every staff member is an expert at serving your audience / stakeholder.

Remember, you're not earning direct revenue from this project so set a hard deadline for your team and stick to it.

Deadline:

Team Member:

Responsibility:



5. Present Your Content

Present and promote the free content on your website, social media platforms, and email newsletters.

Check out online answers for questions about similar challenges and reply with your expertise.

- Website
- Email newsletter
- Social media sites:
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- Online forums
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- Other
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