

MARK 101

Marketing & Branding for Aged
Care, Disability & Child Care



Does your organisation have a clear marketing and branding strategy to compete in a consumer choice market?

This webinar takes a look at baseline marketing and branding strategies within the care sector. It will equip you with the tools to review your current marketing and branding, in the light of an increasingly competitive marketplace, and provide simple strategies to make a big difference

Seminar Overview

- What is Marketing?
- How do I develop a marketing strategy?
- How and why the aged care and disability sectors are becoming more competitive in terms of marketing & branding
- Care-specific considerations when developing a marketing strategy that include evolving social behaviours, technological trends, and consumer expectations
- Identifying and reaching your target market in a cost-effective way
- Understanding your competitors to create a competitive differentiation
- Finding and utilising your brand personality
- Ensuring you have a clear and consistent message, delivered through your marketing and branding
- How your mission and values impact your marketing and branding
- Actions you can implement straight away that will make a big difference, even with a small team or a small budget

"Gave me a great understanding of what we are and aren't doing well. I was able to identify that we do need help in specialist areas such as social media and branding."

- Peter, Melbourne VIC

Suggested Participants

- Managers
- Administration Staff
- Team Leaders
- Shift Supervisors

The content is suitable for leaders within:

- Aged Care
- Disability
- Community Services
- Childcare

Cost

Webinar

\$299 + GST each

Face-to-Face Inhouse
Sessions available upon
request

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1300 07 55 11
info@carecfo.com.au
www.carecfo.com.au

