ScrumAlliance®
Transforming the World of Work®

Marketing Best Practices for Trainers and Coaches

Your Hosts:

Renata Lerch—*VP of Global Marketing and Communications*

Alyssa Layden—*Global Digital Marketing Strategist*

Carol Miller—*Sr. Copywriter/Editor/Marketing Scrum Master*

Brandon Kelley—*Graphic Designer*

Our Current Support Activities

- Foundational certifications
- Advanced certifications
- The value of Coaches and CSPs to organizations
- Thought leadership
- Other supporting activities

Marketing is…

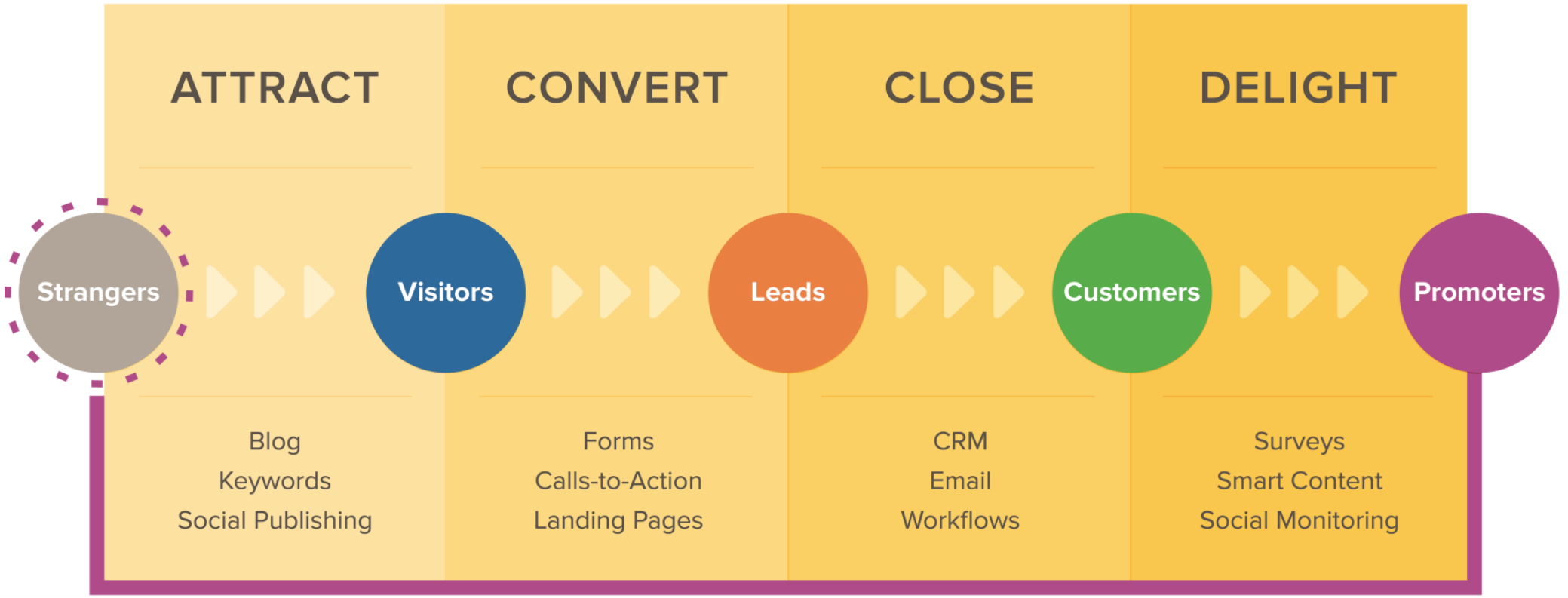
how you communicate your business to the world.

Key practices to market your services:

- Inbound Marketing
- Email
- Social Media
- Branding

INBOUND MARKETING

Inbound Methodology



by HubSpot

"Inbound Marketing is focused on attracting customers through relevant and helpful content and adding value at every stage in your customer's buying journey."

Q:
Do you already have a list
of viable email addresses?

EMAIL MARKETING

Email Marketing

When done properly, email marketing gives you a chance to get your message directly into your audience's inbox, where they can see it at a time that's convenient for them.

Tips:

Have a clear message and goal in mind.

Be hyper-sensitive to your opt-in process.

Track your emails and use metrics to monitor success.

SOCIAL MEDIA

Social Media

Keep in mind:

- Get personal
- Optimize user generated content
- Use the right frequency
- Utilize video
- Explore what paid ads can do
- Create content people want to share

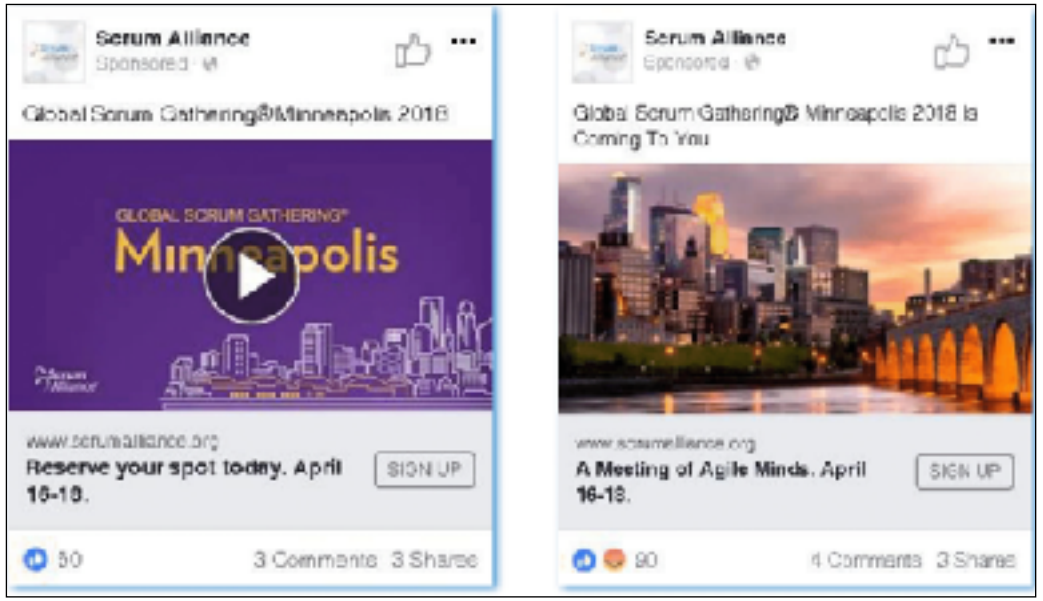
If you’re not actively engaging your customers on social, you need to be. In 2015, 60% of US companies were using social platforms for lead generation, and that percentage is expected to have already crossed 90% by the end of 2018.

Q:
Which social media platforms do you use to market your course offerings?

a) Facebook
b) Instagram
c) Twitter
d) LinkedIn
e) YouTube

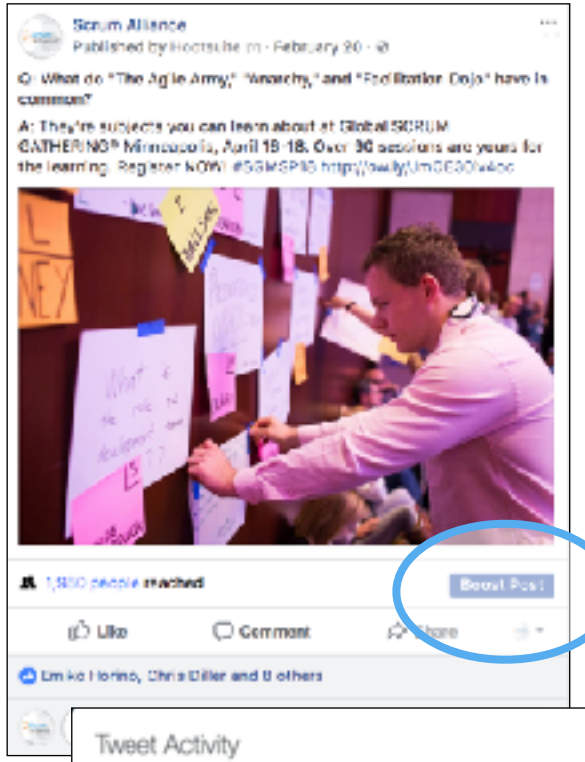
Social Media Campaign Examples

Explore the differences between organic, promoted and paid campaigns.

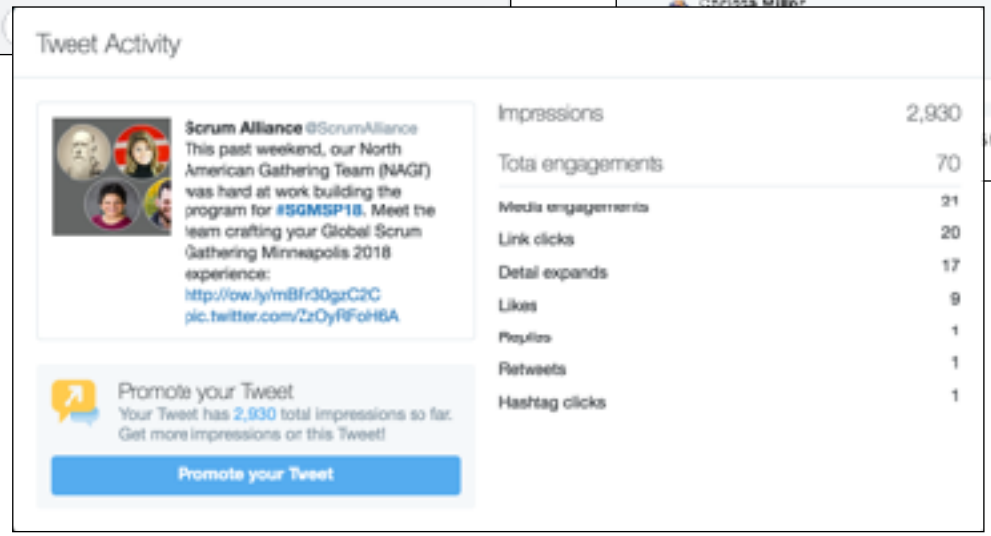


Paid campaigns

Boosted (Facebook)



Organic (LinkedIn)



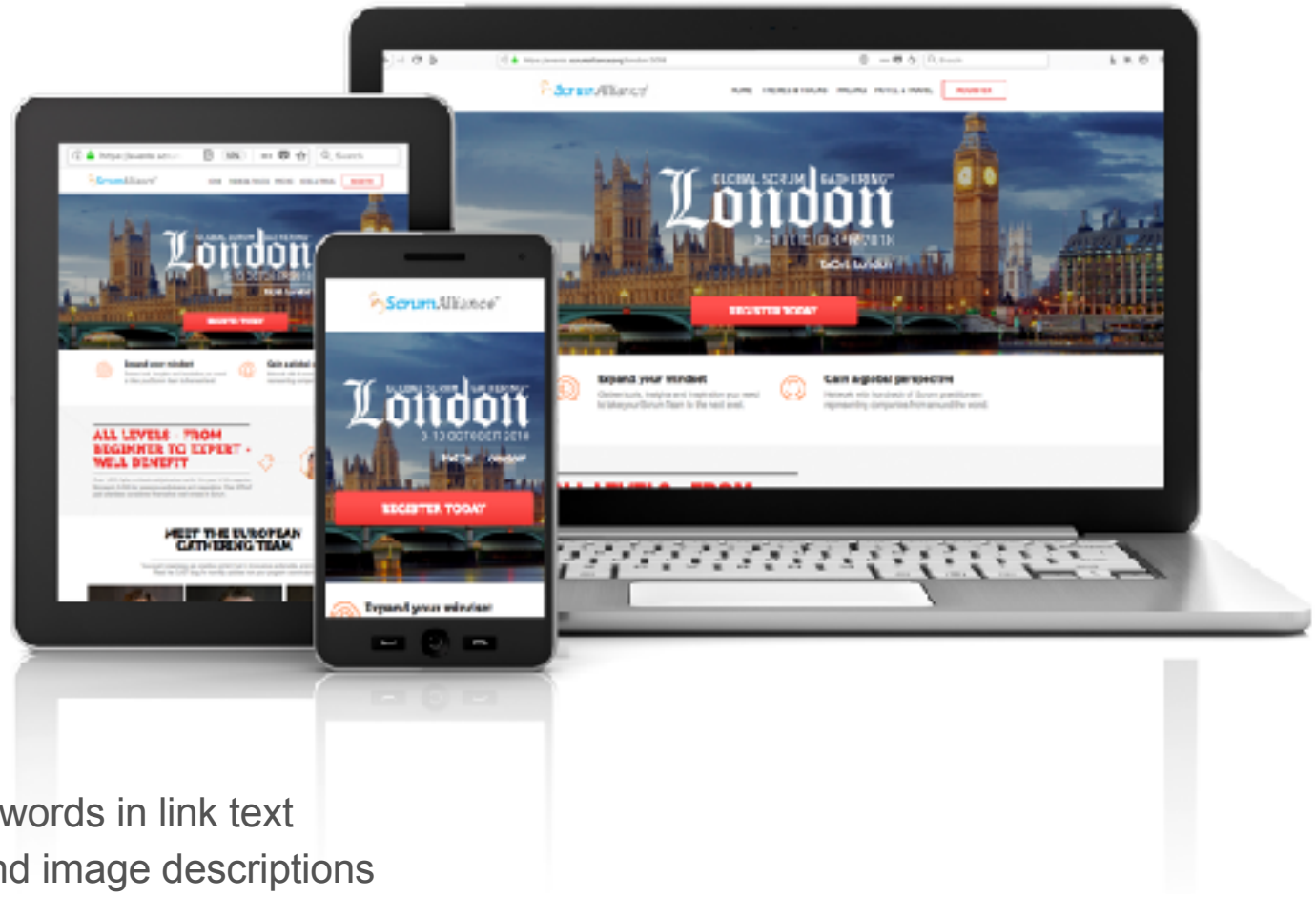
Organic (Twitter)

ONLINE PRESENCE

Your Online Presence

The best websites offer clean design, are simple to navigate, and look good on desktop, tablet and mobile devices.

Also remember, a strong SEO (Search Engine Optimization) strategy will bring more people to your site.



Ways to optimize your web page:

1. Use keywords
2. Watch the amount of links you use and use keywords in link text
3. Use those keywords in headings, page titles, and image descriptions

Q:
Is your website user friendly on all devices (desktop/laptop, tablet, and smartphone)?

YOUR BRAND

Your brand is your personality

It shows up in everything you do, from your logo, website design, content, and even person-to-person interaction.

Q:
Which of these is your biggest challenge when it comes to branding consistency?

a) time limitations
b) lack of skills and resources
c) lack of content

OUR BRAND
FOR YOUR BRAND

Brand Guidelines

Brand guidelines protect the strength and integrity of your brand.

Tools we provide:

- Scrum Alliance® logos
- Certification badges
- Brand Guidelines

Download the Certification Usage Guidelines

Outsourcing

Third party contractors and freelancers give you the marketing and design help that you need in the short term, while also giving you options for any budget.

Please check the outsourcing resources in the PDF download.

The Toolkit

- A future marketing toolkit for you to support your business development needs
- Expected time frame—Q4 of this year

Questions?

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Thank you!

Download:

Best Practices and Resources PDF