



Marketing: 100 Ideas in 90 Minutes

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Lori Mannel, CSU Monterey Bay



In preparing for this session, I spoke with some other OLLI managers.

Comments:

- I'd like to get better results from my campaigns.
- How can I get more press?
- How can I reach new people?
- Is Obama really that bad at bowling?



Objectives

- Review the main marketing functions
- Identify at least 5 new marketing best practices that you can apply to your OLLI
- Identify new marketing approaches to address specific issues you are facing

Main Marketing Functions

OUTBOUND

- Branding
- Collateral
- Promotions
- Advertising
- Press & Analyst Relations
- Community Relations

INBOUND

- Product Definition
- Pricing
- Product Structure
- Industry Benchmarking
- Competitive Analysis

Outbound: Branding

- Aligning expectations with the experience
- Brand created from the “Top” or “Bottom”



Best Practice: Messaging Document



Outbound: Collateral

- Catalogs, flyers, e-flyers, bookmarks, postcards, slide sets, website...
- Uses messaging

Outbound: Promotions

- Direct marketing campaigns
- Promoting sales



Best Practice: 40/40/20 rule

Best Practice: Promotions

40/40/20 rule of direct marketing:

- 40% List
 - Target the right audience / right person
- 40% Offer
 - Generate interest and leads
 - **perceived value?**
 - **easy to understand and take action on?**
- 20% Creative
 - Copy, copy, copy –right message phrased correctly is more powerful than the design
 - Design – something to get their attention

EMAIL: 60/25/15 rule



Outbound: Advertising

- Press, Newsletters, Journals, Programs, YouTube, Public Service Announcements, websites

Outbound: Press & Analyst Relations

- Press: Journals, Newspaper, TV
- Analysts: Recognized experts
e.g., Area Agency on Aging



Best Practice:
Prepare your story for the press.

Best Practice: Preparing a Story

Press are busy!

- Prepare:
 - Newsworthy item
 - Discuss item with Analyst / Expert.
 - Collect any supporting data
 - Identify articulate member to provide testimonial

- Press Release:
University PR may need to sell it.

- Provide press with data, analysts name and number, testimonial name and number.

- Call (or send email to) analyst and member to prepare them for press contacting them and to remind them what they said.

Outbound: Community Relations

- Generate interest
- Establish OLLI as a Leader in the Community



Best Practice:
Don't forget the call to action.

Inbound: Product Definition

- Defining courses, memberships, bundles
- What value is provided to who?



Best Practice: Partner on classes to reach new audiences.



Inbound: Pricing

- Initial and promotional pricing
- Includes financial aid

Inbound: Industry Benchmarking

- Talk with other OLLIs, AARP, analysts



Best Practice: Go to OLLI conference!



Inbound: Competitive Analysis

- Identify your competitors
- Compare program and experience
- Identify what makes your program different
- Partner?

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STRATEGIC ALLIANCES

Share Your Best Practice



Specific Issues You Are Facing

