

# MARKETING SAVVY

A practical one day marketing workshop for aged care, disability and community services with **FREE FOLLOW-UP COACHING**

## TARGET AUDIENCE

Anyone who wants to get more from their marketing - marketers, non-marketers, those who wear many hats, paid, volunteer, those who love the internet, those who hate it. Our trainer has trained 600+ non profits including dozens of age care and disability providers.

## CONTENT

### Marketing fundamentals:

- building your brand,
- knowing your audience,
- selecting the right marketing options,
- creating a marketing plan.

### Digital Communications:

- creating a website worth visiting,
- getting to page one of Google,
- email marketing,
- social media - do you need it?  
finding the right content,
- Facebook advertising.

### Media:

- how to discover your newsworthy stories,
- how to package and pitch them to media.

## DATE & VENUE

### 23 May

Mackellar Care Services  
2 Apex Rd, Gunnedah, NSW, 2380

### 24 May

Holy Family Services  
116-132 Quakers Road Marayong,  
NSW, 2148

## COURSE FEE

Members: \$300

Non Members: \$370

## HOW TO REGISTER

Visit our website

[www.acs.asn.au](http://www.acs.asn.au) to register online.

*Registrations close two weeks prior course commencement. This course will be conducted subject to sufficient registrations. Late registrations will be accepted for confirmed courses*

**Brett de Hoedt** is a marketer specialising in non-profits. He has created campaigns, built websites, generated acres of media coverage for non-profits big and small. Prior to establishing Hootville Communications he was a print journalist, radio broadcaster and television publicist. His training comes highly recommended by Aged and Community Services SA /NT for which he ran similar workshops. He has also consulted to LASA, LASA Victoria, LASA West Australia, mecwacare and CaSPACare.

[www.hootville.com](http://www.hootville.com)

