

EXECUTIVE AFFILIATE MARKETING INFORMATION DOCUMENT

To market the UCE courses, as an Executive Affiliate you have the options of marketing “Offline” or “Online”

Offline marketing means that you speak to your direct contacts, your clients, anybody that is known to you about U.C.E courses. This can include hiring a conference room or similar to hold presentations on the courses and for those to become known about U.C.E

You could use the medium of newspapers, local magazines, community spaces to advertise and hold your meeting. Offline marketing may be easier as you target your local area and know the facilities you can run and host there.

The benefits of Offline Marketing are: You know the area, you know the potential students that may be interested, an extended reach to others who may be interested could be easier as you could put flyers in community centres, yoga studios, etc. The cost could be less expensive than Online Marketing as the main expenses would be hiring a community centre or workshop space and adverts in local papers/magazines.

What makes Offline Marketing harder: The target market can be small from in and around that local area, people may not have the interests you hope they have and you may be running a potential meet up space for 1/2 day or a full day taking more time for you and the potential student.

Online marketing expands into reaching people worldwide. You can use the power of the internet or Social Media to gain a larger reach of potential audiences.

If you are marketing in this way, then physical locations are not required as you can market to potential students virtually. A good way to do this is to run webinars or online meetings through online advertising to fill your virtual webinar/meeting.

Popular webinar or online meetings can be done via such platforms like Zoom or Easywebinar, to name a few.

Zoom - www.zoom.us

Easywebinar: www.easywebinar.com

To attract potential students to U.C.E through Online marketing, there are a number of factors to take into consideration. You would need to look at advertising through Facebook, Instagram, LinkedIn, Twitter, Google Ads etc.

Your advertising can include targeting different countries or states, different interests of the potential students, gender, age and in the case of Facebook ads, you can target pages that your potential students may already follow.

Think about the interests of potential students, their age & where they live.

An example of a target audience could be if you wanted to sign up potential students for the U.C.E Hypnotherapy Doctorate:

United States (whole country)

Both genders

Age over 30

Interested in Hypnotherapy, Hypnosis, Self Hypnosis, Milton H Erickson, Past Life Regression, Reincarnation, Healing (as this Hypnotherapy Doctorate includes all of these aspects)

An example of a target audience could be if you wanted to sign up potential students for the U.C.E Quantum Counselling Doctorate:

United Kingdom, Canada, Australia

Both genders

Age over 30

Interested in Counselling, Counsellors, Healing, Quantum, Energy Healing (as this Quantum Counselling Doctorate includes all of these aspects)

The benefits of Online Marketing are: You would reach a wider audience, you choose the targeting so you know the match of your potential students will definitely have these interests, people are more used to buying online and learning online. If you use a webinar as your delivery medium, this can be automated on continuous Facebook ads or Google ads and may only last for just over 1 hour.

What makes Online Marketing harder: The costs can be more expensive, you may need to tweak images & targeting and if not familiar hire a Social Media manager.

All costs relating to promotion and attracting potential students to the U.C.E courses are to be fulfilled and paid by the Executive Affiliate.