

Professional Development Series

Webinar: Components of an Effective Contract Ed Marketing & Sales Plan

This webinar breaks down the components of an effective marketing and sales strategy to increase employer market penetration and to re-engage and upsell existing customers. A marketing and sales plan template will guide participants in how to replicate for their contract ed division. Employer touchpoints and tools will be reviewed to support the rollout of proactive outreach and sales.

Participants learn how to apply these templates & tools:

- Marketing & Sales Plan template
- Touchpoint Tools
 - eMarketing
 - Fact Sheet
 - Contract Ed video
 - LinkedIn
 - Digital Ads
 - Employer Campaigns

September 21, 2022

11am – Noon PDT

Register at: <https://bit.ly/3OsOYzC>



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