


DIVERSIF-I EDUCATION GROUP, INC.

MARKETING FUNDAMENTALS


Presented by: Dr. Dene' Starks



About Diversif-I




WHO WE ARE:
Diversif-I Education Group is a 501c3 nonprofit organization that exists for the empowerment of families and communities through enrichment, mentoring, encouragement, and educational programs.



WHO WE SERVE:

- Underserved communities
- Organizations
- youth ages 9-12, teens aged 13-18, and aged out foster youth ages 18-24.



WHY CHOOSE US?
We serve a diverse population, from recent high school graduates pursuing their first professional course, to adults looking to complete a long term educational goals or looking to change careers. The core concepts offered can be applied in the workplace, in ministry, or in business.

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Marketing Guide



What's Next?

A Guide for Next Level Marketing

At some point in life, we tend to ask ourselves these simple questions...What's next? What will I do next? what's next for my business? what's next for my ideas? or what's next for my family? Sometimes we have an idea of what's next, but we do not know how to obtain it and we often times find ourselves in a "plateaued" state of mind where all of our great ideas never became a reality because we simply did not know the answer to what's next?



amazon <http://bitly.ws/9Hv8>



Marketing Course Outline

In this course you will learn the blueprint to your marketing success.

Module 1: Marketing Strategy
Module 2: Segmentation/Targeting/Positioning

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What is Marketing?

HAVING THE RIGHT PRODUCT/SERVICE, IN THE RIGHT PLACE, AT THE RIGHT TIME, FOR THE RIGHT PRICE.

- AMERICAN MARKETING ASSOCIATION

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MODULE 1: Marketing Strategy



IN THIS MODULE, YOU WILL LEARN TO DEFINE "MARKETING."

WE WILL EXPLORE CONSUMER NEEDS AND SEE HOW MARKETING PLAYS A ROLE IN VALUE CREATION THROUGH RESEARCHING AND SATISFYING OF THESE CUSTOMER NEEDS.

CREATING VALUE

THE MARKETING STRATEGY PROCESS

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The Purpose: Knowing your why



What is the mission of the business?

What problem do you want to solve

Why does the business exist?

What is the main goal for the business?



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How? Strategize

How will you deliver your product or service?



Marketing



Operations




Sales


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Marketing: Make it stand out



COMPELLING PRODUCTS



AUTHENTIC MESSAGING



PROPER PLATFORMS



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MODULE 2: Segmentation, Targeting, & Positioning

An important element of the marketing process is the value creation stage. Value creation begins with the process of STP. In this module, you will learn about segmentation, targeting, and positioning and what it accomplishes in the value creation stage.

SEGMENTATION

The process of dividing prospective consumers into different groups depending on factors like demographics, behavior and various characteristics.

TARGETING

The process of selecting the target market from the entire market.

POSITIONING

The process that involves marketing the brand or product in a certain way to create and establish an image or identity within the minds of the consumers in the target market.

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Market Segmentation



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Market Targeting

Which market should you target?



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Market Positioning
Positioning is the identity of the business


What is your customer really buying from you?	Fast service, a clean environment, consistency, etc.
How is your product or service different from your competitors?	Online purchasing, healthy food options vs. unhealthy options, kid friendly environment, etc.
What makes your product or service stand out?	Offer specific options in certain regions, low price leader, offers one of a kind products, etc.

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Questions



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For more information, contact us at:

WEBSITE
www.diversifiededucationgroup.org

PHONE NUMBER
916-942-2679

EMAIL ADDRESS
Team@Diversifiededucationgroup.org

 Diversif4 Education Group

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