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## 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?



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



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# Marketing Course Outline

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

Module 3: Branding  
Module 4: Product/Service Strategy

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### What is Branding?

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

- AMERICAN MARKETING ASSOCIATION

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## MODULE 3: Branding

Effective branding strategy allows companies to distinguish themselves from their competitors in the market. In this module, we will learn how to build a strong brand, explore how brand equity affects profitability, and understand how strong brands can leverage their equity to create successful extensions.





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**Branding & Brand Equity**  
Brand equity = customers perceptions of your brand

BRAND	
LOGO	MARKETING
VALUE	DESIGN
TRUST	STRATEGY
IDENTITY	ADVERTISING

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**Line Extensions vs. Brand Extensions**  
Using established brands to add new products or categories.

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**MODULE 3: Product Strategy**

Behind every successful brand is a strong product and effective product strategy. Products can be of different types and have different levels. Companies must make appropriate decisions regarding the product mix. This module will provide you with insights into all of these concepts and also introduce the different stages of the product life cycle.

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**Products vs. Services**

Intangible vs. Tangible

Services vs. Products

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**Product Life Cycle**

Introduction Growth Maturity Decline

Life Cycle Stages

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**Questions**

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**For more information, contact us at:**

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 Diversif-1 Education Group

 Diversifi.Ed

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