

MARKETING YOUR DPP

KEEPING IT SPICEY

The background is a solid orange color. It is decorated with several large, expressive brushstrokes in teal, yellow, and white. These strokes are located in the corners and along the sides, creating a dynamic and artistic feel. The word 'GOAL' is written in a bold, yellow, hand-drawn font in the center of the page.

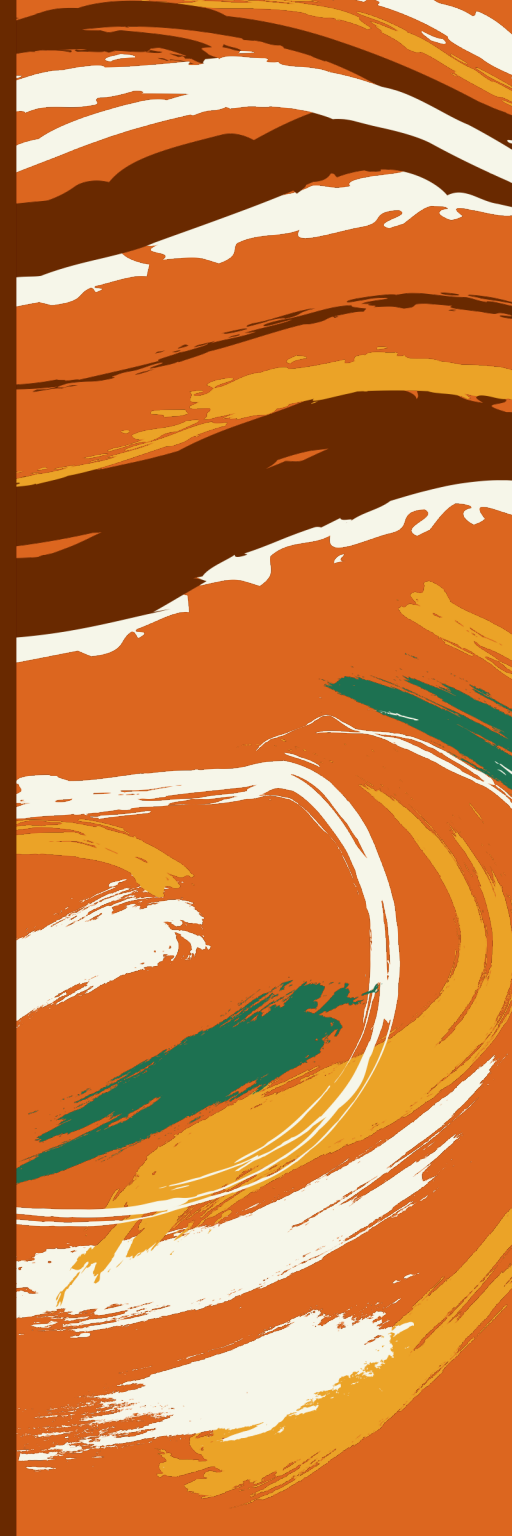
GOAL

**Develop a marketing plan
with your audience in mind**

MARKETING MIX = STRATEGY

4 P'S

- Product
- Price
- **Promotion**
- Place



PROMOTION

- **Keep it simple**
- **Message should be straight forward**
- **Direct reader to another place for details**
- **Choice of text, readable**
- **Consider timing**

ALL ABOUT THE AUDIENCE

- Focus on target audience
- Use appropriate images
- Prioritize info



PUT YOUR BEST OUT THERE

- Product
- Price
- Place



**DON'T
GIVE UP**

**Try and try again!
Fail, but then apply what you learn
Use what works best**



**NOW FOR THE
SPICE**

Canva demonstration

INTRODUCING...

MARA KENNEDY



Mara Kennedy, Customer Success
Manager, Canva

Mara will be another wonderful presenter at the Annual Meeting. She will be leading a demonstration of Canva and highlighting how to utilize the platform for marketing your DPP cohorts.

In her work, Mara takes customers through onboarding and beyond, advising them on best practices, how to measure success and most importantly, empowering them to design. Her background is in customer success and design, making Canva the perfect fit!