MARKETING YOUR DPP

KEEPING IT SPICEY
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 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!