



**Linux
Professional
Institute**

Marketing



Contents

Right – I know the Product

Now how do I start Marketing ?

The four P's of Marketing

 Product

 Price

 Place

 Promotion

Product

- ✓ High acceptance levels – Truly vendor neutral
- ✓ Integrated approach – we teach much more than IT, we build capacity
- ✓ Graduates are employable and productive from day 1
- ✓ International Accreditation
- ✓ Locally Administered
- ✓ Range of products to suit the FET environment and the candidate
- ✓ Ability to be monitored by LPI office
- ✓ Support to trainers
- ✓ Ability to provide statistics

Price

Training pricing is controlled by you

Prices will vary discounts for larger volumes of people to be trained

Asset bearing international accreditation and priced reasonably

Suitable for the African market

Place - Distribution

- ☞ Where do you offer your services ?
- ☞ Fixed or Mobile Location ?
- ☞ Home
- ☞ Schools
- ☞ Churches
- ☞ Community Centres
- ☞ Libraries, Municipalities
- ☞ Shopping Centres
- ☞ Offices / Corporates on-site
- ☞ YOU must be accessible to your market – where is your market located ?

Promotion

- ✓ Regional co-operation – share costs of marketing
- ✓ Very localised – target specific areas – schools, business' etc
- ✓ Pamphlets, brochures – handouts
- ✓ Visibility – signage for home / school / business – visibility
- ✓ Local Adverts – cheap in community magazines
- ✓ Car Magnets – very important – whole family
- ✓ Inserts into restaurant bills
- ✓ Flyers at Robots
- ✓ Open Days at the FETs

Marketing to Target Market

Concentrate on after hours lessons – added revenue

You have one opportunity – know your product

Pitch – no cost, use of classroom and access to learners

Software demonstration and short Presentation to prospective candidates

Can offer to train staff / teachers as a freebie as motivation for selling the concept to candidates

Existing Centres

- ✓ Additional revenue stream to your operation
- ✓ Utilisation of existing facilities – little additional cost
- ✓ Existing learner / customer base to market to – captive market already
- ✓ Bring a friend to classes – easy to market
- ✓ Siblings and family of current learners, market to do part-time classes
- ✓ Added value to prospective parents – educational aspect

Marketing LPI

- ☞ Faster payback on IT investments
- ☞ Increased productivity
- ☞ Increased quality of administrative output
- ☞ Personnel motivation and development. Encourage performance appraisals after training
- ☞ Fewer PC problems
- ☞ International recognition
- ☞ Training results measured
- ☞ A standard for employee recruitment

Branding

National brand building exercise

Colours / logos / fonts must be consistent

Must be approved by LPI HO

Reinforcement – signs / adverts / magnets / pull ups / T shirts

Localised branding but National outcome

Electronic – Facebook, twitter, web pages etc – we are an IT college

Email signatures !

Adherence to quality and ICDL rules