



Changemaker Marketing

Launch Program

Strategically Develop and Grow Your
Organization

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About Us

At Changemaker Marketing we value people over profits and feel that profits are a natural side effect of doing the right thing by others. With this in mind we only collaborate with changemakers who we 100% believe in, connect with, and who we will feel will greatly benefit from our teaching style and skills.

Why Choose Changemaker Marketing?

Starting a business or not-for-profit is no easy feat, it takes a special type of innovator to bring all of the elements of an exciting new concept or product to life in a way that gives back while remaining financially sustainable.

To understand how to help an innovator of this caliber you need to be an innovator yourself. At Changemaker Marketing we pride ourselves on being innovative, imagining new possibilities, doing what hasn't been done before, and believing that positive global change is not only possible, it is inevitable.

We are specialized at working with passionate innovators who bring with them a unique set of skills, energy, and spark. We use our industry experience to provide changemakers with the learning and support they need to channel their excitement, passion, and brilliance into an actionable plan of attack.

Launch Program Objectives

During our customized business launch program, you will learn how to develop and implement a strategic inbound marketing and sales strategy that ties directly to your organization's revenue goals and business objectives.

You will also learn how to choose appropriate marketing software and develop an effective implementation plan that works with your budget and resources.

Outcomes

1. You will learn how to develop a data-driven, goal-oriented marketing and sales system that is designed to bring in new qualified leads, nurture them, close them, and retain them.
2. You will learn how to develop a clear Vision, Mission, and Values and align your life goals with your organizational goals and structure.
3. You will learn how to effectively communicate your passion to your target audience.
4. You will develop an implementation plan that is in line with your unique skill set, budget, and strategy.
5. You will learn the fundamentals of inbound marketing and how to find the right technology to help you automate your inbound marketing strategy.

Meet Your Instructor



Mirey Faema is a solutions-based activist and online marketing guru who believes that collaboration and innovation can create change and solve global issues.

As the founder of Changemaker Marketing she is able to combine her business development expertise and passion for positive social change by helping innovators and changemakers scale and

market their solutions.

Mirey brings over 12 years of hands on marketing, customer retention, and sales experience that spans across multiple industries (including both for-profit and not-for-profit) and multiple countries, a Bachelor of Arts Degree majoring in Journalism, Public Relations & International Relations from the University of Southern QLD, Full Hubspot Certification, and 4 years of workshops and online course attendance, to her programs.

Over the past 5 years Mirey has used her experience and knowledge to develop and deliver comprehensive and practical training programs that focus on teaching industry innovators and changemakers how to develop systems, generate revenue, and scale.

Launch Program Overview

6 Month / 26 week Program

Course Materials Provided

- Strategic Planning Templates
- Target Audience and Customer Avatar Templates
- Marketing and Sales Training Resources
- Business Procedures Checklist & Business Procedure Templates

Course Support

Unlimited email support is provided for the duration of the course. All questions will be answered within 48 hours excluding weekends.

Assessments

During each model you will be given assignments which you will be expected to implement in the week following. Your assignments will be reviewed, compared to industry standards, and thorough feedback will be provided.

Course Outline

This course begins with an initial half day one-one learning centre where you will develop a deep understanding of the course objectives, your business goals, target audience and the inbound marketing and sales methodology. Following the workshop you will participate in 13 modules each one is designed to provide practical and actionable learning that will help you develop a lean organization that generates revenue.

Launch Program Overview

6 Month / 26 week Program

Course Schedule & Duration:

This course is offered over 26 weeks. It starts with an initial 4 hour one-one workshop which is then followed by 13 X 60 minute classes. The one hour classes are presented every two weeks with implementation assignments and online learning to be completed between classes.

Total hours:

26 week start-up training

Inbound Overview and Strategy Development Workshop: 4 hours

13 Learning Modules x 60 min: 13 hours

Total Hours = 17 hours

Delivery Method

This course is delivered via skype or phone. With the option of the workshop portion being completed in person.

Capacity

This course is designed specifically for individuals looking for hands on, intensive, one-one training.

Course Cost

\$3.997 + GST Per Person

Launch Program Syllabus

6 Month / 26 Week Program

Initial 4 hour Foundation Setting Workshop
Outline:

Prior learning and preparation:

Templates and written resources will be provided to cover the following

- What is inbound marketing and how does it apply to your organization
- Developing your minimum sales targets
- Outlining your business goals, mission, vision, and values.
- Define your strengths and weaknesses

During workshop:

- Review, refine, and align your business goals with your mission, vision, and values.
- Reviewing your business structure to ensure it aligns with your growth goals
- Defining your key target audience
- Building your customer avatars.
- Defining your key value statements.
- Develop a 1 month sales and marketing action plan designed to utilize your strengths to pick low hanging fruit.

Launch Program Syllabus

6 Month / 26 Week Program

Our Modules are in a suggested order however the order will be reviewed and customized to match each organizations unique goals, gaps, and the experience of the student/s.

Module 1 - Target Audience Deep Dive

- How to learn more about your target audience
- Define their pain points
- How to convert your target audience once they are on your website

Module 2 - Developing Your Story

- Elevator Pitch
- Communicating your passion to your audience
- Why should people care

Module 3 - Developing Your 12 month Marketing and Sales Plan

- Aligning your plan with your capacity, budget, and goals
- Choosing the right methods to attract your target audience to your organization.
- Documenting your strategy

Launch Program Syllabus

6 Month / 26 Week Program

Module 4 - Developing your sales funnel and online offering.

- Defining your offering
- Choosing your language
- Testing your offering with your target audience
- Building an inbound sales funnel

Module 5 - Develop good habits

- Setting personal and business boundaries
- Avoiding burn out
- Staying true to your vision

Module 6 - Building Your Online Marketing and Sales System

- Choosing the right software
- How to use automation to save time and money
- Using the software to build out your online sales and marketing funnel
- Template development.

Module 7 - Converting and Closing

- Effectively nurture your leads
- Listen instead of talk
- Customer pain points

Launch Program Syllabus

6 Month / 26 Week Program

Module 8 - Refining your funnel

- Testing user experience.
- Understanding how to effectively A/B test.
- Using A/B testing to perfect your online offering.

Module 9 - Perfecting your content

- Writing for an online audience
- Tools for developing cost effective resources
- Creating content with purpose
- Creating a content plan

Module 10 - Delighting your customers

- How to ensure repeat business
- Getting customer referrals and recommendations
- Developing loyalty programs

Module 11 - Planning for growth

- Organizational structure
- Defining your future role
- Determining your tipping points and creating a team expansion plan

Launch Program Syllabus

6 Month / 26 Week Program

Sessions 12 - Developing KPIs

- Using your data to determine what works and what doesn't
- Using your data to develop KPIs and growth goals
- How to track your marketing results

Session 13 - Continued Growth

- How to build on your current marketing and sales efforts
- Revisit and review your goals and vision
- How to stay on track



Make Your Dreams a Reality

Let Changemaker Marketing help you
get your organization to the level you
have always dreamed about.

LET'S GET STARTED TODAY!