



**Chesapeake Bible  
College & Seminary**



**Tapestry Christian  
College & Academy**

Behind every learning experience... there is a vessel of knowledge.

## SIX TRAINING MODULES:

**Block I - Marketing, Branding & Advertising**

**Block II - Sales & On-the-Street**

**Block III - Traditional Media**

**Block IV - New Media**

**Block V - Facebook**

**Block VI - More Social Media**



### **Block I - Marketing, Branding & Advertising**

**Why This Marketing, Branding & Advertising Thing.**

- Defining Terms.
- Why we Do This.
- Word of Mouth Only Bigger.
- What the Bible Has to Say.
- Let's Get Started.

**AIDA - Not Just for Opera anymore!**

**Branding**

- Famous fun Branding efforts
- Let's talk toothpaste
- Top of Mind Awareness

**The Bulls-Eye Theory of Marketing**

**Target Markets: Reach & Frequency**

### **Block II - Sales & On-the-Street**

**Just Looking, Thanks ...**

- The Psychology of the Sale
- Just Looking, Thanks ....
- Client Needs Assessment

**Opening the Sale / Closing the Sale**

- Sales Development Pipeline
- Prospecting - Finding People to Talk to
- How to Gauge your Sales Status

### **Block II - Sales & On-the-Street** *(continued)*

**Marketing in Your Community**

*Presented by Troy Denault, CEO, Soter LLC*

- Finding Business in your Community
- Marketing Tips to Remember

### **Block III - Traditional Media**

**Traditional Media**

Print/TV/Radio/Events/Outdoor/Directory  
**Media Panel on Traditional Media Mix**

### **Block IV - New Media**

**Websites - What they are today and how to deploy**

**Social Media Overview - The Basics**  
Digital/Social Media Panel

### **Block V - Facebook**

Let's Talk Facebook

### **Block VI - More Social Media**

**You on YouTube and why Google+ matters**

Your YouTube Channel - Videos & Media Flow  
Your Google+ Page - Why this matters

**Other Social Media**

Let's Talk Twitter/LinkedIn/Pinterest  
Social Media Management & Hootsuite