

## Marketing Strategy

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Review by	August 2024
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## 1. Purpose

Derwent Training Association's (Derwent Training) vision is to deliver skills training to improve engineering and leadership in North Yorkshire. Its mission is to provide excellent training for the benefit of employers.

The marketing strategy outlines in broad terms the approach to be taken to expand the customer base.

## 2. Objectives

- i. Enhance brand awareness. The term DTA is now extinct, and everyone should use the phrase Derwent Training and informally refer to the staff as Team Derwent.
- ii. Focus on employers to generate apprentice training recruitment as well as increase commercial income.
- iii. Revise the methods used to reach potential apprenticeship applicants making best use of staff time on a cost benefit basis.

## 3 Methods

### 3.1 Face to face

- All staff are to develop a network among professional contacts and promote Derwent Training as opportunities arise.
- Staff expand their attendance at employer networking events such as forums, breakfasts etc.

### 3.2 Digital

- Maintain and update website to reflect current activity
- Maintain and update Derwent Training information available on a Google search
- Create and maintain a CRM for email product promotions
- Post weekly across all social media platforms
- Prioritize LinkedIn to attract new employers to Derwent Training

## 4 Financials

The majority of the spend is focused on attracting employers to commit to using Derwent Training to deliver apprenticeships, commercial courses and online CPD training.