

NDIS Marketing: One-Day Intensive Course

Morning Sessions

Session 1: Introduction to NDIS and Compliance (9:00 AM - 10:00 AM)

- Objective: Gain a foundational understanding of the NDIS, its regulations, and compliance requirements.
- Overview of the NDIS and its significance.
- Key compliance requirements for NDIS providers.
- Privacy laws and advertising regulations.

Session 2: Ethical Marketing and Branding (10:15 AM - 11:15 AM)

- Objective: Learn ethical marketing practices and how to build a strong brand.
- Principles of ethical marketing: transparency, honesty, and respect.
- Creating a strong brand identity and positioning your NDIS services.
- Consistent branding and building trust through brand consistency.

Session 3: Digital Marketing Channels (11:30 AM - 12:30 PM)

- Objective: Explore the primary digital marketing channels and how to leverage them for NDIS services.
- Building an effective NDIS website and optimizing it for search engines.
- Using social media platforms to engage with your audience.
- Developing a content marketing strategy that provides value to NDIS participants.

Afternoon Sessions

Lunch Break (12:30 PM - 1:30 PM)

Session 4: Marketing Analytics and Measurement (1:30 PM - 2:30 PM)

- Objective: Understand the basics of marketing analytics and how to measure your marketing effectiveness.
- Key metrics and KPIs for NDIS marketing.
- Setting up and using Google Analytics and other tools.
- Using data to inform marketing strategies and optimize campaigns.

Session 5: Advanced Digital Marketing Strategies (2:45 PM - 3:45 PM)

- Objective: Learn advanced digital marketing strategies to enhance your NDIS marketing efforts.
- Advanced techniques for improving SEO.
- Automating content creation and distribution.
- Leveraging social media listening and influencer marketing.
- Integrating digital marketing channels for a cohesive strategy.

Session 6: Case Studies and Practical Applications (4:00 PM - 5:00 PM)

- Objective: Analyze successful and failed NDIS marketing campaigns to gain practical insights.
- Analyzing successful campaigns: strategies, tactics, and outcomes.
- Learning from failed campaigns: mistakes, consequences, and lessons learned.
- Applying insights to your own marketing strategy.

Capstone Project and Certification

Session 7: Capstone Project and Final Presentation (5:15 PM - 6:15 PM)

- Objective: Apply the knowledge gained throughout the day to a practical project and receive feedback.
- Developing a comprehensive marketing strategy for your NDIS services.
- Implementing and executing your marketing campaign.
- Presenting your capstone project and receiving feedback.
- Reflecting on the learning experience and identifying areas for improvement.

Certification

Upon successful completion of the course and the capstone project, participants will receive a certificate of completion for the NDIS Marketing course.

This one-day intensive course provides a comprehensive yet brief overview of NDIS marketing, ensuring that participants gain essential knowledge and skills in a short timeframe.