

NDIS Marketing: One-Hour Overview Course

Introduction (5 minutes)

- Objective: Brief overview of the course content and objectives.
- Importance of NDIS marketing and its impact.

Foundations of NDIS Marketing (20 minutes)

- NDIS Overview and Compliance (10 minutes)
 - Key aspects of the NDIS and compliance requirements.
 - Privacy laws and advertising regulations.
- Ethical Marketing and Branding (10 minutes)
 - Principles of ethical marketing: transparency and respect.
 - Essentials of building a strong brand identity for NDIS services.

Digital Marketing Essentials (20 minutes)

- Digital Channels (10 minutes)
 - Overview of effective digital channels: website, SEO, and social media.
 - Basics of content marketing and engaging your audience.
- Analytics and Optimization (10 minutes)
 - Introduction to key metrics and KPIs.
 - Basics of using Google Analytics for measuring marketing effectiveness.

Practical Insights and Q&A (15 minutes)

- Case Study Snapshot (7 minutes)
 - Brief analysis of a successful NDIS marketing campaign.

- Key lessons learned from real-world examples.
- Q&A Session (8 minutes)
 - Addressing participant questions and providing further insights.

Conclusion (5 minutes)

- Recap and Takeaways (3 minutes)
 - Summarize key points covered in the session.
- Certification Information (2 minutes)
 - Information on receiving a certificate of completion.

