NDIS Marketing: Three-Hour Intensive Course

Hour 1: Foundations and Compliance

Session 1: Introduction to NDIS and Compliance (30 minutes)

- Objective: Understand the NDIS and key 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 (30 minutes)

- Objective: Learn the basics of ethical marketing and effective branding.
- Principles of ethical marketing: transparency, honesty, and respect.
- Basics of creating a strong brand identity and positioning your NDIS services.

Hour 2: Digital Marketing Essentials

Session 3: Digital Marketing Channels (30 minutes)

- Objective: Explore essential digital marketing channels and strategies.
- Building an effective NDIS website and basics of SEO.
- Leveraging social media to engage with your audience.
- Introduction to content marketing strategies.

Session 4: Marketing Analytics and Measurement (30 minutes)

- Objective: Learn how to measure and optimize your marketing efforts.
- Key metrics and KPIs for NDIS marketing.
- Basic setup and use of Google Analytics.

- Using data to inform and optimize marketing strategies.

Hour 3: Practical Applications and Q&A

Session 5: Case Studies and Insights (30 minutes)

- Objective: Analyze real-world examples for practical insights.
- Brief analysis of successful and failed NDIS marketing campaigns.
- Key takeaways and lessons learned from these case studies.

Session 6: Q&A and Wrap-Up (30 minutes)

- Objective: Address participant questions and summarize key points.
- Open Q&A session to clarify any doubts or provide additional information.
- Recap of key learning points and final thoughts.

Certification :
Participants will receive a certificate of completion for the NDIS Marketing course after attending the full session.

This 3-hour course provides a high-level overview of NDIS marketing essentials, combining foundational knowledge, practical insights, and interactive elements in a condensed format.