

# Marketing For Good Online Workshop



# Why We're Different

Fun, Hands-on Exercises with ASEAN case studies

Take your 7 "P" lectures elsewhere

International Classrooms

Learn from new friends how marketing varies across cultures

Considering career in Impact Organisation?

Trainers experienced in both social & corporate Marketing



# Marketing For Good Workshop

This online workshop equips you with career-relevant Marketing skills for impact-driven organisations. Skills learnt are also transferrable to the corporate sector.

The workshop will cover the below modules:

1. Digital Branding For Social Enterprise
2. Marketing Campaign Planning - Behind the Scenes
3. Optimizing Marketing Metrics



# Learning Outcomes

**O**ptimise and understand how to use various metrics to measure success of social enterprise marketing campaigns.

**G**enerate powerful brand stories as part of social impact marketing strategy.

**P**lan a clear and actionable marketing campaign based on 3 common marketing objectives.

# Workshop Outline

No	Topic	Learning Goals	Hours Per Module	Price
1	Digital Branding For Social Enterprise	<ul style="list-style-type: none"> <li>• How to Employ Owned, Earned and Paid Media as part of Marketing Strategy</li> <li>• Ingredients of a Powerful Brand Story</li> <li>• Social Impact Marketing</li> </ul>	1 Hour	SGD \$20
2	Marketing Campaign Planning - Behind the Scenes	<ul style="list-style-type: none"> <li>• Learn 3 Common Campaign Objectives</li> <li>• Understand and Apply Critical Factors in Marketing Campaign Planning</li> </ul>	1 Hour	SGD \$20
3	Optimizing Marketing Metrics	<ul style="list-style-type: none"> <li>• Understanding Metrics to Measure Campaign Success</li> <li>• How to Optimize Campaigns with A/B Testing</li> <li>• Introduction to Marketing Analytics Platforms</li> </ul>	1 Hour	SGD \$20

**Note: 10% discount if register for all 3 modules**



# Program Pedagogy

Our pedagogy is  
thoroughly grounded in  
research frameworks



## Andragogy

(Knowles, 1984)

- Intrinsic motivation
  - Tap into prior experience
- 

## Experiential Learning

(Kolb, 1984)

- Engage-Observe-Internalise-Do
- 

## Head, Hand & Heart

(Sipos, Battisti & Grimm, 2008)

- Cognitive, Affective, Psychomotor

# Financial Support

As a social enterprise, we believe education should be accessible for all, not just for people who can pay.

1. We offer financial assistance to participants who need them.
2. We also provide interest free installment plan for students who cannot afford a 1-time payment.

Email us at [hello@bamboobuilders.org](mailto:hello@bamboobuilders.org) to find out more.



# Check Us Out



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