



Marketing Cheat Sheet

Your audience

Get to know your audience

- See attached Marketing Avatar worksheet

Database

- Make sure your data collection is in line with the GDPR rules
- GDPR compliance in 2020: <https://www.market-inspector.co.uk/blog/2019/09/gdpr-for-small-businesses>

Your communication channels

- See attached Media Planner (Owned, Earned, Paid Media)

Utilise Owned Media channels:

- Collect and maintain a database of all your contacts
- Email marketing: periodically inform your contacts about new products and services, news about your business and news in the autism education sector, feel free to use the AET Newsletter for inspiration or share it in your email.
- When emailing make sure your sender is recognisable, your subject line is attractive and the design of the email is easy to read.
- Create and use social media channels to reach your audience where they spend time at: research shows that Facebook is still the most popular social media for AET audience
- When emailing and posting be engaging and interesting. Simple sales messages alone don't work, make sure that you offer information, news and entertainment as well, based on your audience's needs and interests.
- Blogs are extremely popular. If you have time, set up your own blog and start to write about your experiences in the autism education field. You can then promote your blog posts on your website, social media channels and in your direct emails.

- Lists, Top 10: write recommendations and simple, short lists in your chosen topic: e.g. "My top 10 tips to support autistic children in the classroom". These sort of posts always attract a lot of attention and get shared.

Explore Earned Media channels:

- Review sites: ask your happy costumers to write a few words about you on a chosen review site and once you have a lot of positive comments use it on your website and in your emails, posts.
- Create a simple press release of your news (e.g. the launch of AET training in your local authority area) and send it to local media outlets, newspapers and websites. Keep emailing them for feed-back/support. Local media outlets are always hungry for relevant local news, with a little elbow grease you can get into the local news for free. Cultivate your relationship with your local news contact and share more of your news, ask for feedback on how you should tweak your press release to make it more interesting for them.
- Search Engine Optimisation (SEO): use the below SEO tips to get your website ranked higher on search engines for free (this is called organic search). The higher your website appears on the first page when someone is looking for autism training the better your chances are that they will call you.
- Offer to speak at local SEND or other education related events.
- Once you have some compelling content on your social media channels you can ask your wider network to promote it through their social media feeds. E.g. you could simple message your friends/business contacts telling them about your recent "Top 10 tips to support autistic children in the classroom", attach the link and ask them to repost on their social media channels. People like to repost quality content that is likely to be relevant to their audience too.

Your website

SEO (Search Engine Optimisation)

- Remove anything that slows down your website – people tend to give up on pages that load too slowly
- Link to other pages with relevant content (inbound and outbound links)
 - o Outbound links: links to other website with relevant content (e.g. links to the AET website)
 - o Inbound links: links leading from other websites to your website (e.g. from your social media sites or affiliated/partner sites)
- Use keywords (but do not overuse them)
 - o When someone searches for a certain product or service on Google (e.g. "autism education training in Birmingham") Google search bots

comb through billions and billions of websites looking for the best match. Help them by using the search terms that your audience is most likely to use. Include the search term or search words in the text on each page of your website once or twice. Don't overdo it though and try to write the search term hundreds and hundreds of times on hidden pages as Google bots are trained to recognise this and will "punish" your website by pushing it lower on the ranking list.

- Use web analytics, like Google Analytics: www.analytics.google.com
 - o Analytics can help you to discover vital data about your website including the number of visitors to each page.
- Name your images appropriately, using keywords
 - o This will help Google bots identifying your website as relevant for certain search terms
- Create new content regularly, e.g.: write a blog about your experiences as a trainer. New content drives traffic to your website and helps pushing it higher on the ranking list.