

Spending the marketing budget wisely

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20th CEEMAN Annual Conference

Business and Educational Challenges in Dynamically Changing Environments

27-28 September 2012, Bellville, Cape Town, South Africa

What changed in the last years ?

1. Demand
2. Customers' behavior
3. Competition
4. Marketing budget



Goals

- **Satisfaction**
- **Awareness**
- **Reputation**



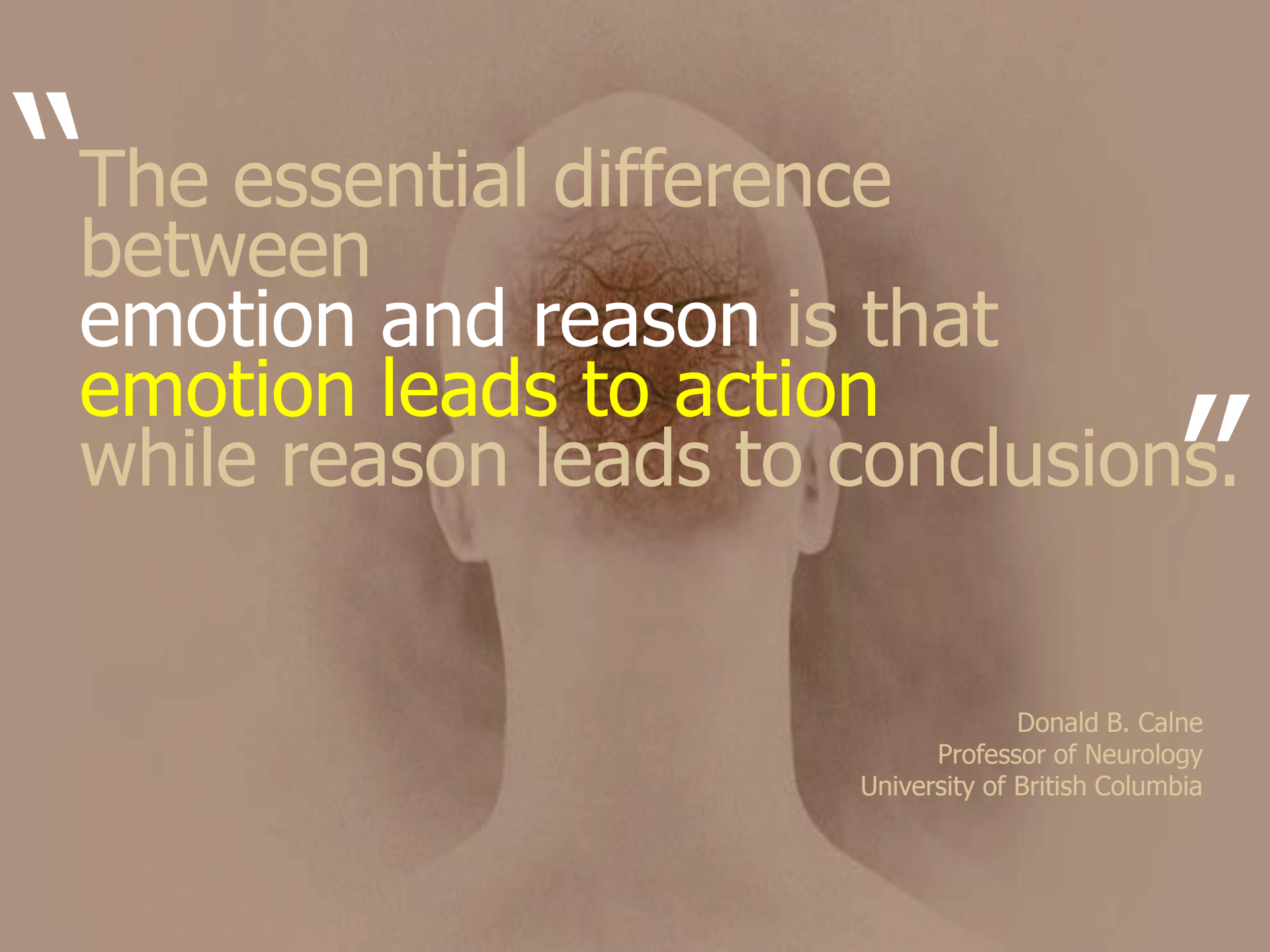
1. Satisfaction



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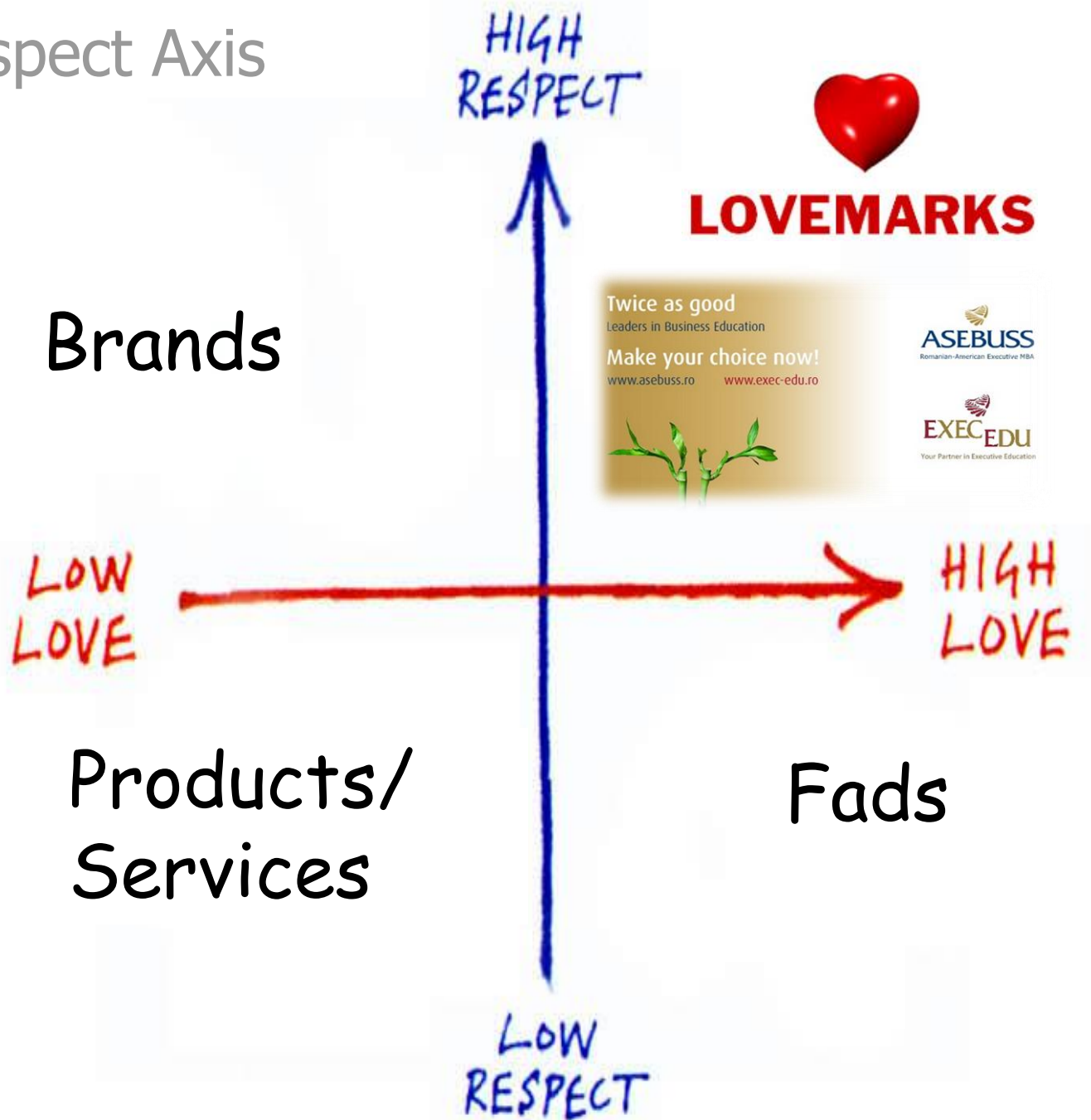
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“The essential difference
between
emotion and reason is that
emotion leads to action
while reason leads to conclusions.”

Donald B. Calne
Professor of Neurology
University of British Columbia

Love/Respect Axis



What we do to be lovemarks

Courses format



Study teams



Events



Direct contact



2. Brand Awareness



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The classical communication mix



The traditional marketing model is doubted, and soon will be obsolete.

McKinsey Quarterly, 2005, Nr.2

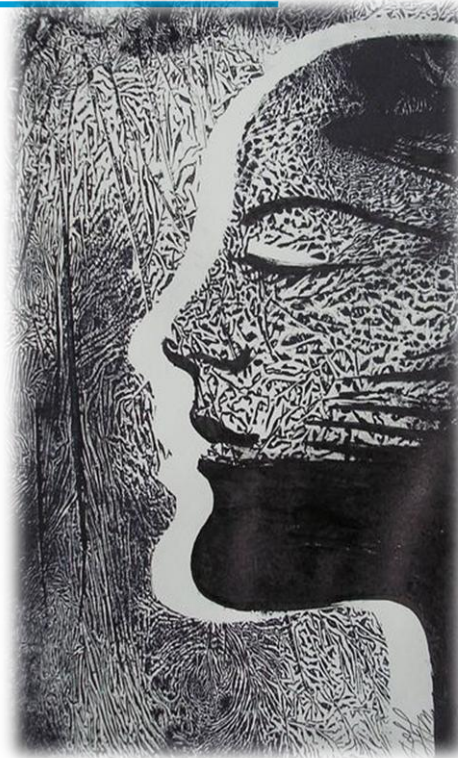
76%

**of consumers believe
that advertising lies**

Yankelovich



**HOWEVER...
IS THERE
MEDIA WHICH I
CAN STILL
TRUST???**



Our friends – Their friends – And all those we can trust

WORD OF MOUTH



Is 10x more efficient than advertizing

91% of buying decisions are taken after a recommendation

Who forms – actually – the marketing team:

2 marketing managers

50+ professors and trainers

1,000+ EMBA alumni
10,000+ EXEC-EDU graduates

Word of Mouth

60%+ of **ASEBUSS** & **EXEC-EDU** students:

- Are recommended by **EXEC-EDU** and **ASEBUSS** graduates, or graduated one of our programs
- Come to **EXEC-EDU** for customized courses in their companies

WOM in the 2.0 era



We can't control the ONLINE... however, we meet expectations

What we do get awareness?

Word of mouth

PR

(Conferences, Events → Articles) Partnerships



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3.Satisfaction + Awareness



Reputation Recognition



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THANK
You!

QUESTIONS?