

# Marketing Plan

## Trauma Informed Conference

April 27-30, 2021

**Why:** The Trauma Informed Conference is an annual event hosted by eitas and traditionally held at the eitas training facility located at 8508 Hillcrest Rd., Kansas City, MO 64138. The event has a line-up of speakers, all of whom are experts in the field of trauma, children's mental health, and clinical practice.

**Who:** We are primarily focused on social workers, mental health professionals, social service workers, students, and members of the Jackson County community.

**Difference:** While there are other Trauma Informed Conferences held throughout the KC area, namely at the University of Missouri – Kansas City, our event is much more affordable due to grants provided to lessen the overall cost of attendance, and we have many well-known industry leaders speaking at the event to offer their expertise.

**Price & Positioning:** Cost to attend the event is only \$200 per enrollee. As stated, other such trainings around the area are typically much higher – often three times or more.

**Distribution:** Email marketing through our Constant Contact lists, social media (Facebook, Twitter and LinkedIn), our website blog page, and through printed flyers that we are sending out to all of our partnerships in the KC area.

**Platform:** The place where we will tell the story of why this is important is on our website blog page. Our social media and Constant Contact links will provide quick access to this blog section where the customer can view all speakers and gauge the relevance of the conference and the cost to them.

**Promotion Strategy:** We will have an early-bird enrollment that will go from March 1, 2021 to April 2, 2021. This will provide the conference at \$150. We will use email marketing, website announcements, and social media to constantly promote the event.

**Conversion Strategy:** None

**Growth Strategy:** Free marketing swag with our company logo will be available to all attendees. Additionally, during the conference we will ask if any attendees would be willing to include the contact info for anyone else who would be interested in attending future events hosted by eitas. Each person they provide will be given a 50 percent off next event. We will also be posting all event photos on social media to highlight the event.

**Referral Strategy:** As mentioned in growth strategy, we will ask if any attendees would be willing to include the contact info for anyone else who would be interested in attending future events hosted by eitas. Each person they provide will be given a 50 percent off next event.