

Why
W.I.T.S.



W.I.T.S. Benefits



Comparisons
of Certification



World Instructor Training Schools

Marketing On A Shoestring Budget!



Certifications



Course Locations
& Schedules



Continuing
Education
& Renewals



Employer
& Student
References



W.I.T.S.
Shop





Marketing on A Shoestring Budget!

- Introduction
- Proven Strategies from Successful Partners
 - Partnerships
 - Social Media
 - Vendors
- Questions to Ask Yourself
- Discussion



Why
W.I.T.S.



W.I.T.S. Benefits



Comparisons
of Certification



World Instructor Training Schools

Marketing on A Shoestring Budget!

What Are You Doing?

Certifications



Course Locations
& Schedules



Continuing
Education
& Renewals



Employer
& Student
References



W.I.T.S.
Shop





Marketing 101

Share information about the:

- *Right product to the*
- *Right person at the*
- *Right time*



Why
W.I.T.S.



W.I.T.S. Benefits



Comparisons
of Certification



World Instructor Training Schools



Proven Strategies from Successful Partners

Certifications



Course Locations
& Schedules



Continuing
Education
& Renewals



Employer
& Student
References



W.I.T.S.
Shop





Catalog Placement

- The #1 strategy for success
 - Where the course is listed
 - Description used
 - Cross-reference with other courses
 - Comprehensive offerings



Why
W.I.T.S.



W.I.T.S. Benefits



Comparisons
of Certification



World Instructor Training Schools

Catalog Placement: Comprehensive Offerings

Personal Trainer National Certification



The World Instructor Training Schools (W.I.T.S) Personal Trainer Certification Program is the perfect way to obtain an industry credential. This comprehensive certification program can be taken at The University of Arlington at Arlington through the Division for Enterprise Development Continuing Education Department.

W.I.T.S. is an approved CEU provider for the Board of Certification for Athletic Trainers (BOC), the American Occupational Therapy Association (AOTA), National Certification Board for Therapeutic Massage & Bodywork (NCBTMB), Veterans Training and Education, the International Association of Continuing Education and Training (IACET). The American Council on Education has recommended 3 undergraduate academic credits for this course.

Course Name	Meets	Begins	Ends	Fee	New
Free Personal Trainer National Certification Information Session	Th : 12 N - 1:00 PM, 1 Session	02/06/14	02/06/14	0.00	
Personal Trainer National Certification	Sa : 9:00 AM - 4:00 PM, 6 Sessions	03/22/14	04/26/14	749.00	
Free Personal Trainer National Certification Information Session	Th : 4:00 PM - 5:00 PM, 1 Session	06/05/14	06/05/14	0.00	
Personal Trainer National Certification	Sa : 9:00 AM - 4:00 PM, 6 Sessions	07/12/14	08/16/14	749.00	

Certifications



Course Locations
& Schedules



Continuing
Education
& Renewals



Employer
& Student
References



W.I.T.S.
Shop





Website

- **Placement and Ease of Access**
 - **How many clicks to get there?**
 - **Registration landing page**
 - **Key words for search engine optimization (SEO)**
 - **Are you looking at web analytics?**

<http://www.nwtc.edu/academics/continuing/Pages/Personal-Trainer-Continuing-Education.aspx>



Why
W.I.T.S.



W.I.T.S. Benefits



Comparisons
of Certification



World Instructor Training Schools

Website

Online Classes

Course Name	Type	Fee
Business Success for Fitness Professional	On Line	199.00
Exercise Program Design for Special Populations	On Line	199.00
Group Exercise Instructor Practical Review	On Line	209.00
Insider Secrets of Advertising and Marketing for Fitness Professionals	On Line	199.00
Older Adult Fitness Instructor Foundations	On Line	219.00
Personal Trainer Practical Review	On Line	209.00
Pregnancy Fitness	On Line	199.00
Running Well	On Line	199.00
Youth Fitness Instructor Foundations	On Line	219.00
Youth Fitness Instructor Practical Review	On Line	209.00



DIVISION FOR ENTERPRISE DEVELOPMENT
866-906-9190

Certifications



Course Locations
& Schedules



Continuing
Education
& Renewals



Employer
& Student
References



W.I.T.S.
Shop





Free Orientation

- **Market the class and the instructor**
- **Save staff time with FAQ---Clear expectations**
- **Possible discount for those who attend and enroll**
- **Take registration---direct marketing opportunity!!!**
- **Invite “traditional” students, campus faculty, business/industry, grads**
- **Some REQUIRE!!!**



Why
W.I.T.S.



W.I.T.S. Benefits



Comparisons
of Certification



World Instructor Training Schools

Free Orientation

***" I don't give refunds
because I offer and
require attendance at a
free orientation."***



Dear Community Member,

Mt. San Jacinto College is offering a **Personal Fitness Trainer** program in partnership with **World Instructor Training Schools (W.I.T.S.)**. Attendance at the free orientation is *mandatory* to be eligible for enrollment into this program. Class registration *will not* be accepted until *after* orientation.

Section # 9220

Date: Saturday, February 22nd

Time: 11:00 a.m. –12:00 p.m.

Location: [Menifee Valley Campus](#), Building 900, Room 927.

Certifications



Course Locations
& Schedules



Continuing
Education
& Renewals



Employer
& Student
References



W.I.T.S.
Shop



Advertising

- Local newspaper---Joint publicity letter
- Craigslist
- Flyers
- External signage
- QR Codes





Partnerships

- Academic departments
- Expand customer base—related professions needing CEUs
- Financing Assistance – Workforce Board, Military Benefits
- Payment plans: Nelnet, Paypal





Business/Industry Partnerships

- **Internship opportunities**
- **Job Fairs**
- **Skill gaps**
- **Employee recruitment**
- **Incentives (5 for 1 Discount!)**





Staff Training

- New program updates
- FAQ sheets
- Class attendance





Social Media

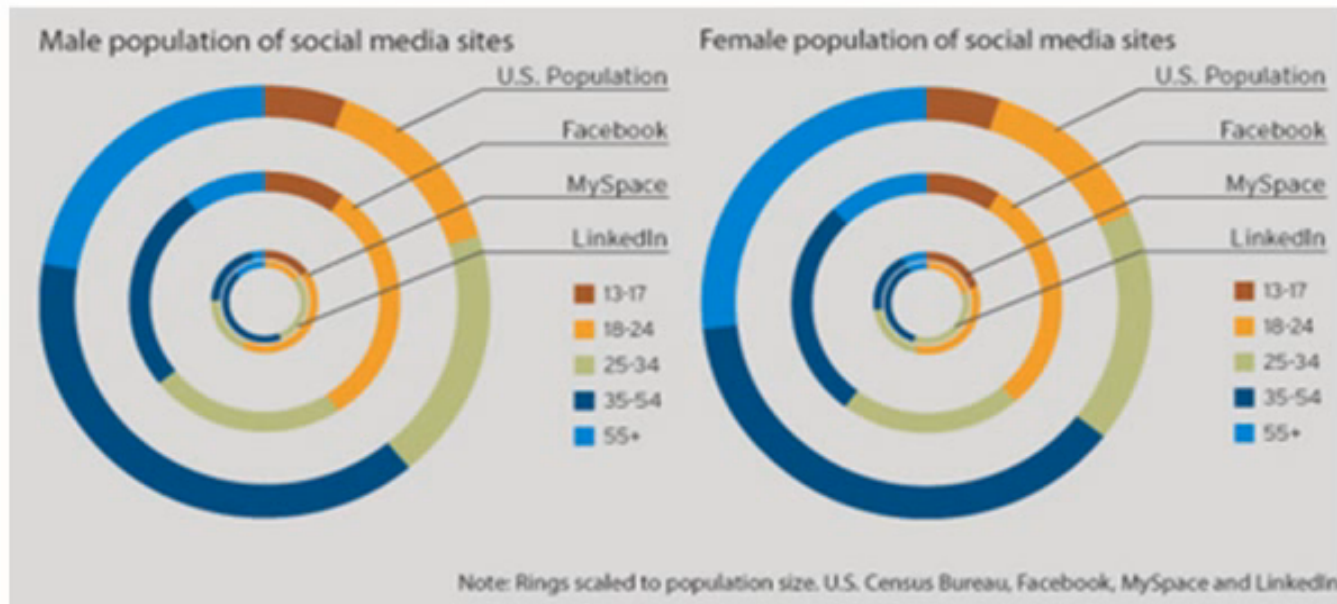
- Facebook, LinkedIn, Twitter!!
 - Link to Registration/Web Site
 - Current, relevant, timely information
 - Hootsuite
 - Blog and website





Facebook: 900 MILLION!

Facebook is STILL the King of Social

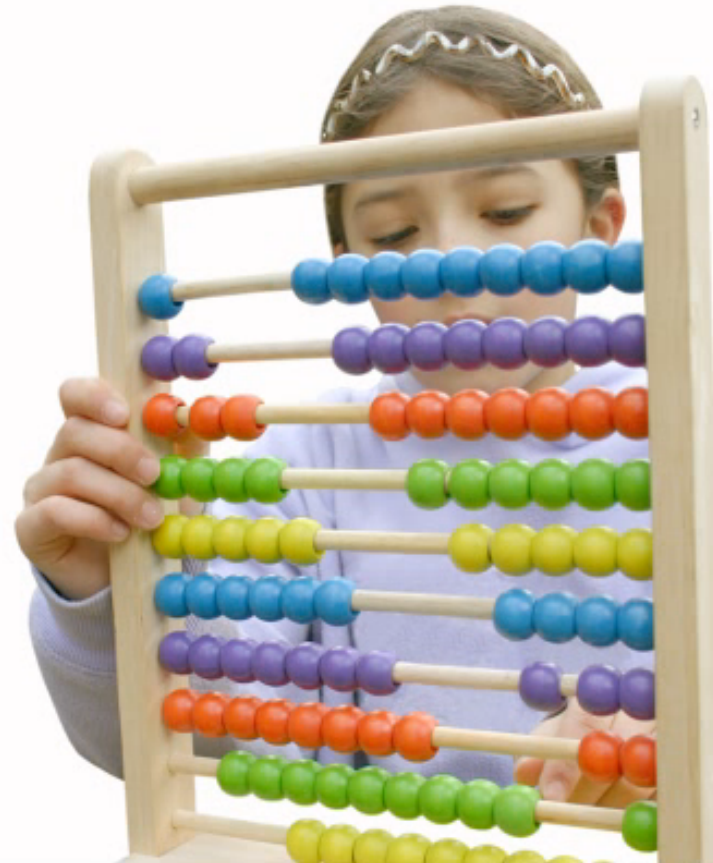


Source: AdAge





The Simple Social Media Equation



© 2010 Market Motive





E-Selling Tips

- Set aside time.
- Develop an e-data base
- Set a goal
- Avoid Mondays!
- BCC to protect privacy!
- Subject line is KEY!



- Grads
- Professional Groups
- Campus Groups
- Inquiries





E-Selling Tips

- **Create an event or promotion.....WRITE ABOUT SOMETHING!**
- **Position direct links to programs...CALL TO ACTION**
- **Don't stop at one....EXPOSURE!**



Vendors

- **Marketing Assistance**
 - One-page color flyer
 - Ads in trade magazines
 - School locator page on W.I.T.S. website
 - 5:1 incentive program
 - Password protected partner web page
- **Staff Training**
- **Apply for approval for financial assistance**

Why
W.I.T.S.



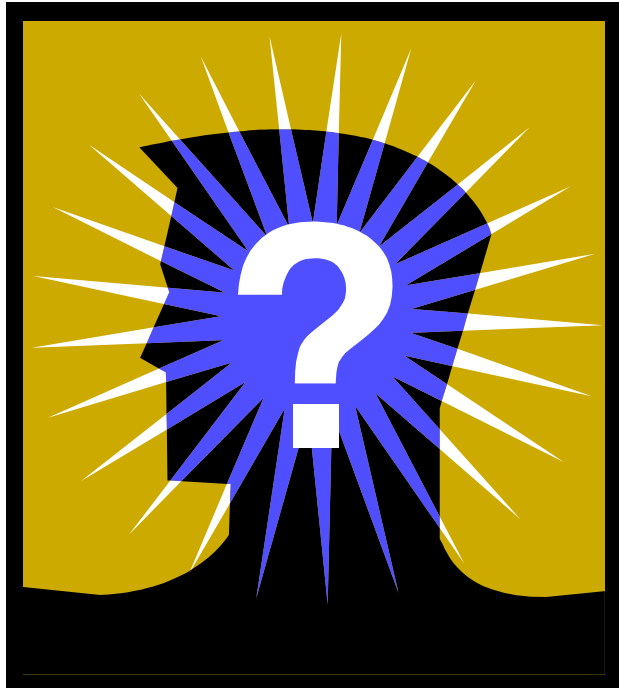
W.I.T.S. Benefits



Comparisons
of Certification



World Instructor Training Schools



Questions to Ask Yourself

Certifications



Course Locations
& Schedules



Continuing
Education
& Renewals



Employer
& Student
References



W.I.T.S.
Shop





- **Am I using our catalog as effectively as possible?**
- **Am I using our website as effectively as possible?**
- **Am I creating and distributing flyers?**
- **Am I offering a free orientation?**
- **Is my staff knowledgeable of the program and able to answer questions?**
- **Am I using email and social networking sites to market the program?**





- **Am I using email and social networking sites to market the program?**
- **Am I using direct marketing to target students from other related classes or related occupations?**
- **Am I networking with workforce boards, Veterans, MYCAA eligible groups?**
- **Am I networking with academic departments in related fields and industries?**



Why
W.I.T.S.



W.I.T.S. Benefits



Comparisons
of Certification



World Instructor Training Schools



Thank You!

Amy Hyams, Ed.D.

702-266-0692

ahyams@witseducation.com

Certifications



Course Locations
& Schedules



Continuing
Education
& Renewals



Employer
& Student
References



W.I.T.S.
Shop





World Instructor Training Schools

"Educational Excellence For Fitness Professionals"

