

# WA ACCHS NDIS Marketing Framework



Framework Principle	Description	Complete for your own Organisation: (example)
<b>What are your short and long-term marketing goals?</b>	<ul style="list-style-type: none"> <li>• <b>What</b> you hope to accomplish?</li> <li>• <b>How</b> you plan to do it?</li> <li>• <b>When</b> you expect to achieve it.</li> </ul> <p>Consider resource factors such as time, money, and people required.</p>	<p><b>Short-term goal:</b> To build awareness of disability and aged care services you offer.</p> <p><b>Long-term goal:</b> To deliver a range of NDIS services as needed for the community sustainably.</p>
<b>Who is your target audience/ market?</b>	<ul style="list-style-type: none"> <li>• Target markets are made up of decision-makers and influencers.</li> <li>• Buyers are your <b>decision-makers</b></li> <li>• Influencers influence decision-makers</li> </ul>	<p><b>Buyers:</b> For example, NDIS participants, aged care clients, or others seeking the services.</p> <p><b>Influencers:</b> Influencers can be support systems in place, including both formal and informal. Family, friends, clinicians and welfare support staff.</p>
<b>What are your most appropriate marketing tools?</b>	<p>Marketing tools should be most appropriately suited to your organisation and community.</p> <ul style="list-style-type: none"> <li>• Content distribution channels should be selected based on your target audience and goals.</li> <li>• Pick marketing channels appropriate to content for the target audience.</li> </ul> <p>Identify and prioritise the most impactful marketing channels to connect with, educate, entertain, and foster relationships with your customers.</p>	<p>Your marketing channels can be: Facebook, Instagram, LinkedIn, and YouTube or Google to find services.</p> <p>Word of mouth or interviews on local radio station, TV or YouTube channels.</p> <p>Localised activities - barbecues, cook-ups, sporting events and yarning sessions.</p> <p>Settings that facilitate community engagement - youth centres, community sporting centres, community notice boards, advertisements on bus stops or bins.</p>
<b>What is your call to action?</b>	<p>When someone consumes your content, know exactly where you want them to go.</p>	<p>Example destinations could be:</p> <ul style="list-style-type: none"> <li>• Websites</li> <li>• Sign-up pages or contact pages.</li> </ul> <p>These should incorporate strategic calls to action clearly and concisely.</p>
<b>Compile all the previous steps.</b>	<p>You have your long and short-term goals, target audience, distribution channels, and content types for channels, promotion method, desired actions and metrics.</p>	<p>This may include an Instagram, Facebook or Linked-In or video showcasing services offered by your organisation and how people can access them.</p>  <p><i>Scan the QR code to download the NDIS Marketing Toolkit</i></p>
<b>Make your template</b>	<p>Use a table, a flow chart, a graph, an interactive graphics, a story board that visually represents your marketing framework.</p>	<p>Use sample framework template attached to guide you with the process. Other useful resource include the DSC Learner Handbook.</p>
<b>Execute</b>	<p>Include your framework and resources in the organisations database and systems to ensure continuity of supports.</p>	

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