TRAINING THAT TRANSLATES:
Instructive Registry Marketing That Impacts Audiences

Florida Shots — keeping shots in check

Florida HEALTH

METHODOLOGY
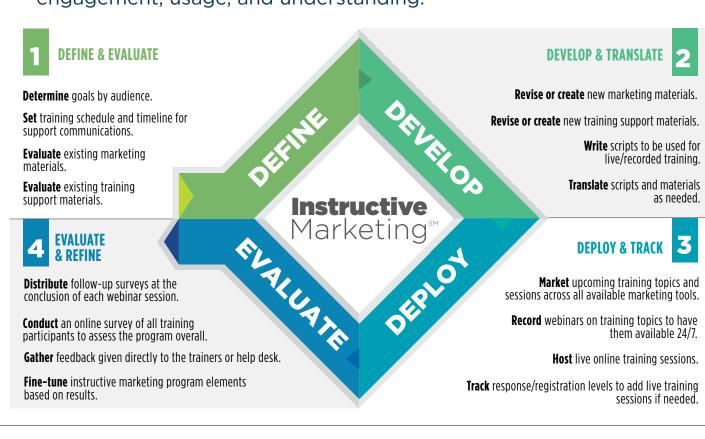
Brunet-García's **Instructive Marketing**℠ methodology is calibrated communication that enhances brand value while driving impactful engagement, usage, and understanding.

1 DEFINE & EVALUATE

Determine goals by audience.

Set training schedule and timeline for support communications.

Evaluate existing marketing materials.

Evaluate existing training support materials.

2 DEVELOP & TRANSLATE

Revise or create new marketing materials.

Revise or create new training support materials.

Write scripts to be used for live/recorded training.

Translate scripts and materials as needed.

4 EVALUATE & REFINE

Distribute follow-up surveys at the conclusion of each webinar session.

Conduct an online survey of all training participants to assess the program overall.

Gather feedback given directly to the trainers or help desk.

Fine-tune instructive marketing program elements based on results.

3 DEPLOY & TRACK

Market upcoming training topics and sessions across all available marketing tools.

Record webinars on training topics to have them available 24/7.

Host live online training sessions.

Track response/registration levels to add live training sessions if needed.

DEFINE · DEVELOP · DEPLOY · EVALUATE

Instructive Marketing℠

BENEFITS

Benefits for Florida Department of Health	Benefits for Immunizing Healthcare Providers
A large number of users can be trained at one time.	Training support and materials are all free.
More users overall can be trained at a lower cost (savings on travel, staff hours, etc.).	Recorded webinars and guides are available 24/7.
Interaction with healthcare providers during training sessions provides insights about gaps in awareness or knowledge or even operational issues that may need to be addressed.	Because Florida SHOTS makes so many training options available, healthcare providers do not have to use their own staff time to train their staff on Florida SHOTS.
Training new users, or about new functionality, increases usage of the registry and improves the quality of data in the registry.	Live webinars offer healthcare providers the opportunity to ask questions of Florida SHOTS staff as well as listen to the questions asked and answered from other registry users.
Investing in the development of a training topic yields multiple training support tools being produced for the same level of effort and cost (e.g., production of topic-specific live training, recorded training, and training support guides).	Healthcare providers do not have to travel to receive training, nor do they have to schedule training time during office hours.
Having better trained users reduces the demands for one-on-one support through the registry's help desk.	Spanish training options allow healthcare providers to learn in their preferred language.

INSTRUCTIVE MARKETING℠ COST COMPARISON AND ROI

COST BREAKDOWN

Review the following analysis to see how quickly the cost and time savings add up when incorporating online and digital elements into your instructive marketing program. The more topics developed and users trained, the bigger the benefits.

Use existing marketing and communications tools to build awareness about sessions and materials and promote participation. You will only need a few additional inexpensive and user-friendly tools to develop and support your instructive program.

1 Day In-Office Training	2-10 Attendees (Hours)
Outreach to offices	2
Scheduling trainings	2
Travel to and from offices	4
Training staff	3
Follow-up	2
Total estimated staff/contractor hours:	**13**
Total estimated staff/contractor hours per attendee:	**1.3-6.5 hours**

1 Topic Webinar Training	100 Attendees (Hours)	500 Attendees (Hours)	1,000 Attendees (Hours)
Developing topic	2	2	2
Planning schedule	1.5	1.5	1.5
Writing scripts	4	4	4
Script review and approval	5	5	5
Recording webinar (unlimited users/participants)*	3	3	3
Email development**	2	2	2
Posting description and registration links to microsite	0.5	0.5	0.5
Hosting live training (100 per-session limit)	1.5	7.5	15
Follow-up	2	2	2
Evaluation and reporting	1	1	1
Total estimated staff/contractor hours:	**22.5**	**28.5**	**36**
Total estimated staff/contractor hours per attendee:	**.225 hours (13.5 minutes)**	**.057 hours (3.42 minutes)**	**.036 hours (2.16 minutes)**
Monthly other direct costs per staff person	$107.00	$107.00	$107.00
Average monthly other direct costs per attendee:	**$1.07**	**$0.21**	**$0.11**

1 Topic Training Support Guide*	100 Users (Hours)	500 Users (Hours)	1,000 Users (Hours)
Creating/reviewing guide content	5	5	5
Layout guide content	5	5	5
Guide review and approval	4	4	4
Posting description and PDF link to microsite	0.5	0.5	0.5
Total estimated staff/contractor hours:	**14.5**	**14.5**	**14.5**
Total estimated staff/contractor hours per user:	**.145 hours (8.7 minutes)**	**.029 hours (1.74 minutes)**	**.015 hours (.87 minutes)**

Monthly Other Direct Costs Per Staff Person***

Recorded Webinar Tool	Online Meeting Tool	Email Marketing Tool
www.adobe.com	www.gotomeeting.com	www.CampaignMonitor.com
$29.00/month/user	$49.00/month/user	$29.00/month/user
"Adobe Captivate 8"	"GoToMeeting Plus"	"Unlimited Option"

Recorded Webinar Tool	Online Meeting Tool	Email Marketing Tool
• Responsive design and HTML5 publishing	• Up to 100 participants	• Send unlimited emails every month
• Rapid eLearning content development	• Personal meeting room	• Priority 24/7 email support
• Easy creation of interactive eLearning experiences	• Screensharing	• Pixel-perfect email design tools
• Rich multimedia to attract learners	• HD video	• A/B testing across subject lines and content
• Easy quizzing	• VoIP & phone audio	• List and subscriber management
• Delivery virtually anywhere	• Toll-free option	• Powerful campaign reporting
• Effective collaboration	• Record session	• Robust email automation
• Scoring, tracking, and reporting	• Live 24/7 support	• Access to deliverability experts
• Responsive design and HTML5 publishing	• Free mobile apps	• Unlimited inbox previews and spam testing

* Additional translation, layout, and recording time are required to create a version in another language, such as Spanish.
** These are emails sent specifically by the field staff about specific topics. Additional marketing promotion (via blog, newsletters, microsite, etc.) has not been considered in this calculation as those tools cover more than one specific training topic.
*** Costs will vary based on selection of subscription/direct purchase, options purchased, and discounted rate categories.