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.

**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.

**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.

**Benefits for Florida Department of Health**
- A large number of users can be trained at one time.
- More users overall can be trained at a lower cost (savings on travel, staff hours, etc.).
- 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.
- Training new users, or about new functionality, increases usage of the registry and improves the quality of data in the registry.
- 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).
- Having better trained users reduces the demands for one-on-one support through the registry’s help desk.

**Benefits for Immunizing Healthcare Providers**
- Training support and materials are all free.
- Recorded webinars and guides are available 24/7.
- 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.
- 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.
- Healthcare providers do not have to travel to receive training, nor do they have to schedule training time during office hours.
- Spanish training options allow healthcare providers to learn in their preferred language.
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

<table>
<thead>
<tr>
<th></th>
<th>100 Attendees (Hours)</th>
<th>500 Attendees (Hours)</th>
<th>1,000 Attendees (Hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach to offices</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Scheduling trainings</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Travel to and from offices</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Training staff</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Follow-up</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total estimated staff/contractor hours:</strong></td>
<td><strong>22.5</strong></td>
<td><strong>28.5</strong></td>
<td><strong>36</strong></td>
</tr>
<tr>
<td><strong>Total estimated staff/contractor hours per attendee:</strong></td>
<td><strong>.225 hours</strong> (13.5 minutes)</td>
<td><strong>.057 hours</strong> (3.42 minutes)</td>
<td><strong>.036 hours</strong> (2.16 minutes)</td>
</tr>
<tr>
<td>Monthly other direct costs per staff person</td>
<td>$107.00</td>
<td>$107.00</td>
<td>$107.00</td>
</tr>
<tr>
<td>Average monthly other direct costs per attendee:</td>
<td>$1.07</td>
<td>$0.21</td>
<td>$0.11</td>
</tr>
</tbody>
</table>

### Monthly Other Direct Costs Per Staff Person***

<table>
<thead>
<tr>
<th>Recorded Webinar Tool</th>
<th>Online Meeting Tool</th>
<th>Email Marketing Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>$29.00/month/user</td>
<td>$49.00/month/user</td>
<td>$29.00/month/user</td>
</tr>
<tr>
<td>&quot;Adobe Captivate 8&quot;</td>
<td>&quot;GoToMeeting Plus&quot;</td>
<td>&quot;Unlimited Option&quot;</td>
</tr>
</tbody>
</table>

- Responsive design and HTML5 publishing
- Rapid eLearning content development
- Easy creation of interactive eLearning experiences
- Rich multimedia to attract learners
- Easy quizzing
- Delivery virtually anywhere
- Effective collaboration
- Scoring, tracking, and reporting
- Responsive design and HTML5 publishing

- Up to 100 participants
- Personal meeting room
- Screensharing
- HD video
- VoIP & phone audio
- Toll-free option
- Record session
- Live 24/7 support
- Free mobile apps

- Send unlimited emails every month
- Priority 24/7 email support
- Pixel-perfect email design tools
- A/B testing across subject lines and content
- List and subscriber management
- Powerful campaign reporting
- Robust email automation
- Access to deliverability experts
- Unlimited inbox previews and spam testing

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* 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.