



wilbar associates limited
HIGHWAY CONSULTANTS

Marketing Policy

Background

Marketing aims to attract people and to communicate the organisation's activities to both internal and external audiences in a coherent and effective way, supporting the organisation's mission.

Wilbar, including our franchise partners and licensees, will act as the consumer for courses and assessments and hence must safeguard its reputation and uphold the integrity of its members.

The Government has put in place regulations which impose legal requirements.

The aim of this document is to help Wilbar, including our franchise partners and licensees, think about what these requirements, or regulations, mean for them in relation to their policy and campaigning work.

Legal Framework

Wilbar, including our franchise partners and licensees, shall act in accordance with the following legislation:

Data Protection Act 1998

The Consumer Protection from Unfair Trading Regulations

All marketing and advertising must be:

an accurate description of the product or service

legal

decent

truthful

honest

socially responsible (not encouraging illegal, unsafe or anti-social behaviour)

There are regulations that restrict what advertisers can and can't do.

As well as the regulations, there are 2 Government produced advertising codes of practice that can be used to ensure Wilbar, including our franchise partners and licensees, advertise legally.

You must describe your product or service accurately.

Policy

Wilbar, including our franchise partners and licensees, will develop a sustainable marketing communications strategy which will include local key objectives and messages; implementation – what (tools/collateral), how (media), when (timelines), where; budget allocation and also methods of monitoring and control

Campaigning is a legitimate and valuable activity for Wilbar, including our franchise partners and licensees, to undertake. However, campaigning must only be undertaken in the context of supporting the delivery of the core purpose.

These activities include obtaining the views of local people about their needs and experiences of our service and making these views known to those that plan, run and regulate these services.

Wilbar, including our franchise partners and licensees, will campaign to ensure that existing laws are observed.

Adherence to this policy is essential in order to ensure that Wilbar, including our franchise partners and licensees, remains a trustworthy and credible organisation able to fulfil its purpose.

Procedure

1. Marketing

Promoting the brand, establishing it in the public consciousness and ensuring that it presents a positive image.

Wilbar, including our franchise partners and licensees, will ensure that local people know who we are, what we do and how to contact us, as well as having a positive view of the work we do.

1.1 Aims:

To establish & promote a positive image of Wilbar, including our franchise partners and licensees, and use this to recruit new customers, Volunteers and Members

To establish & promote Wilbar, including our franchise partners and licensees, as the people to go to for highway training and services in their local areas

To establish & promote positive relationships with customers and partners

1.2 Target Audiences

Wilbar, including our franchise partners and licensees, most important audience is The General Public – the main purpose of Wilbar, including our franchise partners and licensees, is to ensure that the public are aware we exist and the services we provide.

Specific demographic groups who may have particular concerns or perspectives. Some of these groups may be termed as “hard to reach” and can include ethnic minorities, people with disabilities, newly arrived communities, young people and older people. It can also include particular geographical areas.

Wilbar, including our franchise partners and licensees, must continuously examine data to identify other groups which may have specific needs and adapt the programme as required

People who have signed up to Wilbar, including our franchise partners and licensees, but have not committed to any specific time or to any specific activity. They may simply receive emails or bulletins.

Elected representatives – MPs, MEPs and Councillors who represent the public and hold public services to account on their behalf

2. Methods

1.1 The website - provides a means whereby the majority of the population can, if they choose to, contact us and access Wilbar, including our franchise partners and licensees, services.

The Website is the main resource for the public. The website will be used to:

Provide ongoing information about Wilbar, including our franchise partners and licensees, events and activities

1.2 Face to face interaction - enables Wilbar, including our franchise partners and licensees, to target specific groups and areas and have direct contact with members of the public.

Locations will include:

Town centres

School Receptions

Leaflet stands in partner organisations offices or receptions

1.3 These two main methods will be supplemented by:

☑ Social Media – Twitter, Instagram and Facebook to be used in conjunction with the website to publicise our activities

Newsletters/Bulletins - monthly newsletter/bulletins sent to all subscribers, summarising our news and activities

Targeted emails - sent to people in our subscribe list or organisations that have been identified as having a possible need for our services and expertise

5. Monitoring and Evaluation

Wilbar, including our franchise partners and licensees, must regularly review its Marketing strategy and monitor it against specific targets. This will enable Wilbar, including our franchise partners and licensees, to measure success in reaching the key target audiences and to evaluate the different methods that are being used. The Strategy should be reviewed annually, and the Action Plan reviewed on a rolling basis.