



# Promoting Public Services

## **SOCIAL MARKETING in the PUBLIC SECTOR**

Effective as they are, advertising, social networking, branding, rebates, sales promotions, and other tactics from the world of commercial marketing aren't always so easy to deploy in the public sector. But you can learn how to use these and other powerful tools in the public sector's environment of accountability and layered decision-making.

### **LEARN HOW TO USE COMMERCIAL MARKETING TOOLS TO GROW YOUR PROGRAMS AND MAKE THE WORLD A BETTER PLACE**

**CHOOSE ONE OR BOTH OF THESE PROGRAMS:**

**Social Marketing Crash Course:** Overview of the Marketer's Toolkit.

- 12 hours of instruction over two days
- 6-20 members of your department, division, advisory committee, or other group with a common interest
- Covers promotions, product and pricing strategies, and outreach to internal and public audiences, and other topics

**Marketing in the Public Sector Study Group:**

- 8 hours of facilitated discussion over 4-6 meetings
- 4-6 members of your department or division
- Textbook and worksheets supplied

Facilitator **Susan Starbird** has more than ten years' experience in public-sector social marketing. Visit [www.starbirdcreative.com](http://www.starbirdcreative.com) or phone 707-778-7277.