



## HTA Course Marketing Plan

### Coordinator Toolbox

HTA provides our coordinators with the following marketing and promotion tools. It is important to utilize all the tools in the Coordinator Toolbox to ensure a successful HTA course. Contact the HTA office when additional marketing materials are needed.

Coordinator Toolbox Contents:

- 1 First Aid kit
- 1 pencil bag containing 5 pens, 2 markers, 1 roll of tape, 1 pair of scissors, 10 large paper clips
- 1 large tabletop easel (to display the Hara Line poster sample)
- 1 plastic brochure display case (for trifold HTA brochures)
- 1 Hara Line poster sample
- 1 Physiology Chart sample
- 1 Energy Field Perspective Chart sample
- 1 *Animal Spirit Guide* book
- 1 “Join Our Mailing List” tear-off tablet
- 1 tea/coffee/condiment caddy
- 16 small HTA posters (8.5x11 inches)
  - 16 Class/coordinator info labels to affix to each poster
- 250 HTA trifold brochures
- 250 marketing cards
  - 250 Class/coordinator info labels to affix to each card
- 1 coordinator name tag

### Database List

#### **Level 1 Course**

The database lists are a great way to connect with those in your community who have expressed interest in HTA. When a new course is scheduled, you will be provided a list generated from the HTA database of individuals in your state who have not attended an HTA Course. This list is of people who have expressed interest in the HTA program by requesting their contact information to be added to our database by joining our mailing list from the HTA website or by coordinator prospecting efforts.

Take notes on the people you meet and gather their contact information. As you receive new and updated contact information, please forward it to the HTA office.

#### **Level 2 – Advanced Proficiency 2**

The database lists (class Level 2-AP2 specific) are a great way to connect with those who have already taken an HTA Course. When subsequent courses are scheduled, this will provide detailed information about each contact: names, addresses, email addresses, phone numbers, and any previous courses they attended. This Excel spreadsheet is used to copy and paste email addresses into a new email you send.

Ask previous participants to help spread the word about your upcoming HTA course. Email them a marketing email and give them a few marketing cards to help distribute.

Emails are a faster way to connect with people. Phone calls and one-on-one connections are the most effective ways to share and invite people to class.

## **HTA Website**

### **Coordinator Support Center**

Coordinators are provided access to the [Coordinator Support Center](#), which has all course instructions, checklists, and forms necessary to coordinate an HTA course.

### **Frequently Asked Questions**

Familiarize yourself with the HTA website [www.HealingTouchforAnimals.com](http://www.HealingTouchforAnimals.com), which includes the [Frequently Asked Questions](#) page.

Encourage prospective to familiarize themselves with the history of HTA and to meet the HTA Team.

### **Course Schedule**

Upon approval, the HTA office will add the course you are coordinating to the HTA website. You may begin promoting the upcoming course as soon as it is listed. You will be notified via email when the course is online.

**\*\* Please verify that the dates, times, and contact information are accurate on the website \*\***

## **Cold Calls**

Personal contact is still a very effective approach. The energy behind a personal phone call is the most powerful way to connect with someone. You are not expected to know all the answers to the questions you may be asked. If you are unsure of an answer, let them know you will inquire with the HTA office and get back to them promptly.

## **Email Alias**

Coordinators will receive an HTA email alias address that routes email inquiries directly to your inbox. This tool is provided for security and privacy purposes. For example, our Denver coordinator has been assigned [Denver@HealingTouchforAnimals.com](mailto:Denver@HealingTouchforAnimals.com). When you reply or create a new email, the receiving party will see your email address.

### **Email Importance**

Email is a primary way people communicate. Please check your email daily and reply within one business day.

### **Vacation Forwards**

If you plan a vacation and will be unavailable to read/respond to incoming emails promptly, please notify the HTA office of the dates you will be unavailable. We will reroute emails to the HTA office to ensure a timely response to email correspondence.

## **Spam / Virus Protection**

You must have current virus protection on your computer. Remember never to open an attachment if you don't know who sent it or what it is.

## **Email Marketing**

### **Office Email Marketing**

Our HTA database/email system is powered by an “opt-in” email management program that protects people from having their names added without their permission.

The HTA office sends monthly Community Newsletters that list upcoming courses, product developments, and event announcements. Three months before and five weeks before, an email specific to your course is sent to those in your state and surrounding states highlighting the early bird pricing end date. Corresponding Facebook posts on those dates are also posted on the main Facebook page and in the HTA Student Group.

### **Coordinator Email Marketing**

Capturing contact information when combing the internet is essential to growing the HTA database. Save the contact information and forward it to the HTA office to ensure our records are as accurate as possible.

## **Social Media**

Prospective students are encouraged to “like” us on [Facebook](#) and follow us on [Instagram](#). They can also share and repost all posts on our HTA social media pages. The [Social Media Best Practices, Wording, and Hashtags](#) document is a great resource for marketing your course(s) on social platforms.

## **Brochures**

The cost of brochures vs. marketing cards is significant. Therefore, we request that you distribute brochures to the most appropriate locations. Veterinarian offices are more likely to display brochures than marketing cards. Conversely, a natural health food store may be a more likely place to leave a few marketing cards.

Contact the HTA office should you require additional brochures. Please allow 10-14 business days for processing and shipping.

## **Marketing Cards**

For each HTA Level 1 course, you will receive 250 marketing cards and coordinator stickers with your pre-printed contact information and the course dates. Place the HTA course stickers on the bottom of the marketing cards. We recommend only doing 100 at a time, as the stickers are date-sensitive.

Marketing cards are printed in color on both sides. They are traditionally used instead of the HTA brochure when distributed to larger groups.

If you need additional marketing cards, contact the HTA office. Please allow 10-14 business days for processing and shipping.

## **Posters**

Coordinators are provided with 16 8.5x11 posters for each Level 1 Course. Please distribute one poster per location around your local community, such as feed stores, groomers, training centers, veterinary clinics,

and grocery stores. [Digital posters](#) are also available on the HTA Coordinator Support Center page, and you can customize them to include your contact information and specific course dates.

[QR Codes](#) are also available should you decide to include them in our marketing efforts.

## **Marketing Budget**

The marketing budget for each Level 1 Course is \$300. Any increases in this allowance require prior permission from the HTA office. Facebook Ads will be posted promptly to support your HTA course.

There is no advertising reimbursement for HTA Levels 2-AP2. All HTA participants must attend a Level 1 Course before attending a Level 2 and so forth. Each Level 1 participant is placed in our HTA Database and will be notified of upcoming courses.

## **Publication Advertising**

Print advertising can be expensive and ineffective in advertising courses; however, it may be beneficial in some cases. Successful print advertising typically is accompanied by an article within the publication.

HTA offers the creation of ads specific to the course you are coordinating. All non-HTA-issued marketing material must be preauthorized by the HTA office. All requests are processed within 5-7 business days. Upon receipt of your ad, please check the information to ensure accuracy. It is then your responsibility to forward the advertisement to your contact. We require the following ad request protocol to be followed.

Send an email to [Info@HealingTouchforAnimals.com](mailto:Info@HealingTouchforAnimals.com) titled Ad Request (Please include the city name). Include the following information:

1. Name of publication
2. Dimensions/requirements
3. Cost
4. Ad deadline

## **Print Advertising**

### **Free Publications/Calendars of Events**

Explore where you can market the course free of charge. Google search for the free publications listed in your area. Example: “Free publications in the Denver area”

Ensure you get your article, ad, or information into publications at least one month before the course. For example, if the class is May 11 – 13, they would want the information no later than the April issue. Review the [Social Media Best Practices, Wording, and Hashtags](#) for text in the local publication calendar of events listings.

### **Television News Stations**

Contact television news stations and inform them of the course details and dates. They often request a [Press Release](#) and website address for more information.

## **Networking**

Networking spreads the word about the courses and this work. Your network will help increase the awareness of HTA and expand the customer base. When you connect with prospective students, engage

with them on their level of understanding. Prepare and share your story or experience using HTA. These types of conversations have a huge impact and create a meaningful connection.

Here are some suggestions for networking resources:

### **Healing Touch Community, Reiki, and Other Holistic Health Organizations**

Contact local Healing Touch Program™ (HT) Instructors to promote the HTA Course. In turn, HTA will encourage students to attend their Healing Touch classes.

Healing Touch Program™ honors the Healing Touch for Animals® contact hours towards the HT certification and recertification contact hour requirement.

### **Veterinarian State Board & Veterinary Technician Organizations and Schools**

Each state has a Veterinarian State Board dedicated to protecting consumers through the licensure and enforcement of veterinarians. Many state boards offer a continuing education listing of those programs approved to give continuing education contact hours/credits (CEs) to gain or maintain licensure. Visit <http://www.avma.org/advocacy/state/boards/default.asp> to contact your state board and apply to offer Veterinarians and Vet Techs CEs for attending our courses.

In addition, many boards will provide a list of members for a nominal fee.

Many veterinary technicians have found that offering HTA treatments can be an additional source of income.

### **Veterinarians**

Deliver HTA marketing materials to local vet offices. Ask permission to leave a flyer and brochures visible on their counter and to pass the word on to their clients.

### **Animal Clubs & Organizations**

- Doggy Day Cares
- Animal Groomers/Schools
- Local Barns
- Polo Clubs
- Horse Shows
- Kennel/Riding Clubs
- Animal Protection Foundations
- Animal Competitions
- Humane Societies
- Guide Dog Organizations
- Animal Breeders
- Energy Healing Centers
- Rescue/Foster Groups: Canine, Equine, Wildlife, Exotic

### **Friends & Colleagues**

Look through your personal contact list and give them a brochure or marketing card or email them with the specific details of the course. Remember to include the link to the HTA website in your email.

### **Local Locations**

- Spiritual shops/stores
- Church Groups
- Support Groups
- Holistic Book Stores
- Coffee shops
- Natural Health Food Stores
- Local News Papers
- Libraries
- Dog Park Bulletins
- Any known animal lover groups

## **Internet Marketing**

Do a [Google search](#) on the following subjects to market your course:

- Animal massage\*
- Canine massage\*
- Equine massage\*
- Human massage\*
- Reiki Practitioners\*
- Energy Practitioners\*
- Holistic Practitioners\*
- Dressage Facilities
- Horseback Riding Instruction
- Horse Boarding Stables
- Holistic Animal Practitioners
- Holistic Publications/Magazines
- Therapy Dogs
- Dog Training
- Animal Lovers
- Pet Sitters
- Therapeutic Riding Centers
- Dog Rescues: specific breeds
- Horse Rescues
- Canine Events
- Equine Events: Equine Affaire etc.
- Animal benefit walks/runs

\*When emailing these, mention that some massage therapists have chosen to grow their business by adding another modality to their practice.

## **Google Alerts**

[Google Alerts](#) are emails sent to you when Google finds new results -- such as web pages, newspaper articles, or blogs -- that match your search term. You can use Google Alerts to monitor anything on the Web. Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive.

## **Explore the Links to Websites**

Visiting the links of websites may open doors to a different group in your community.

## **Online Classifieds**

Free online classifieds and local calendar of events are great resources for posting information about the course and reviewing other postings and events. Post information about the course on the following websites and schedule a reminder to update/repost them weekly. [Nextdoor](#) is another great local platform to share information about your course.

## **Presentations**

### **Videos**

The [Discover Healing Touch for Animals®](#), [What is Healing Touch for Animals](#), and the [How Healing Touch for Animals Began](#) are all great videos to share online and on social media.

### **Tradeshows, Presentations, and Exhibits**

These events are intended to spread the word about HTA. Equally important is collecting contact information of possible participants. Before reserving a space at an event, please contact the HTA office.

Events have proven to be successful network opportunities. When attending, collect vendor business cards and brochures and connect with them during the event to follow up. Some events are more successful in having an HTA booth to demonstrate the work. The HTA office has an event box to help with your set-up.

## **Event Box**

Many coordinators are presented with the opportunity to promote the course to a larger group of people through a community event such as:

- Dog shows
- Horse shows
- Competition venues
- Animal fundraisers
- Humane Society events
- Holistic Health Fairs
- Community Service Fairs

Coordinators are welcome to check out Event Boxes for promotional needs. Please allow at least 14 business days for processing and shipping.

## **Event Box Contents**

- Digital photo frame
- Pop-up table display
- Banner
- Marketing cards
- HTA Brochures
- Contact Info pads

Have a sign-in sheet for presentations. Use the HTA Presentation Sheet or the Contact Info Pads to collect contact information of interested individuals. Please forward the sign-in sheets to the HTA office so we can add the information to the database after the event.

## **Course Product Box**

Coordinators are sent a Course Product Box within two weeks of the course. Open the box immediately to check that the contents match the provided packing list.

## **Product Box Contents**

- Product box packing list
- Order form clipboards (2)
- Order forms (carbonless copies)
- Clipboards
- Haraline posters
- Practitioner Brochures
- Physiological Response Charts
- Physiological Response Chart Pads
- Energy Field Charts
- Pendulums for the course
- Dog name tags
- Student name tags (Name tags are printed with only the HTA logo. Use template “Avery 8395” to print names using your printer **or** handwrite using a bold marker).
- Tuning forks (Level 2 & Level 4)
- Tuning fork aprons (Level 4 thru AP2)
- Essential oil information (Level 3)
- Animal Anatomy Simplified Reference Guides
- Workbooks

## **Instructors provide:**

Essential oils (All Levels)