

CEnv, REnvP and REnvTech Registration Marketing Plan Guidance

for

Licensed Members of the Society for the Environment

Contents

Purpose	2
Suggested/Example Marketing Activities	3
Example Monitoring System	6
Comprehensive Marketing Plan Contents	7

Purpose

This document provides guidelines on the suggested contents that could be included in a marketing plan to promote CEnv, REnvP and/or REnvTech professional registration. The ideas within this document are intended to be considered by a Licensed Member (LM) who could use them to draw up a plan that aligns with their own business plan / marketing strategy where applicable.

This document has been created as a tool to assist with the licence agreement requirement to promote the CEnv, REnvP and/or REnvTech status. Evidence of past (documented) and future (planned) promotional work is essential for your periodic licence review.

The LM Practice Direction states that a LM must “have a process in place for marketing the CEnv, REnvP and REnvTech qualifications” (REnvP to be included soon). In addition to this, the following questions will form part of a licence review:

- Has LM a marketing plan and processes which are subject to periodic review?
- Does LM collect data on the number of new registrants and assess effectiveness of promotion?
- How does LM promote registration and the Society?

This document is not intended as a set procedure for a LM to strictly follow and the use of this specific structure is not a requirement for your licence. However, a marketing plan and the tracking of marketing activity is very important. The licence reviewers are aware of the differences between LMs in relation to resources available, which adds to the need for flexibility in reviewing your marketing plan/activities. Please be creative and inform the Society of your promotional work in order for us to also get involved and increase the promotional voice.

If you have any questions regarding this document and the LM promotional requirements, or if you would like to discuss your CEnv / REnvP / REnvTech promotional activities, please contact the Engagement Manager at the Society, Phil Underwood, on:

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Suggested/Example Marketing Activities

This is not designed to be a tick sheet for a CEnv, REnvP and/or REnvTech marketing plan, but simply a useful selection of ideas to provide inspiration for your marketing activities. However, it will be expected by your licence reviewer that evidence of these activities (or similar) are documented and presented.

It is suggested that LMs should discuss such activities internally to see how they can be integrated into the overall marketing plan or into promotional campaigns elsewhere in the organisation. For example:

- Is there a drive for new, fresh member profiles?
- Could the annual conference include a talk regarding the benefits of professional registration?
- Can the REnvTech page of the new website be more accessible?
- Reviewing special interest groups? Is there scope for a CEnv group that can mentor aspiring CEnvs?

LM websites and intranets / member areas:



Website homepage banner driving traffic to CEnv / REnvP / REnvTech webpages



Up to date, dedicated CEnv / REnvP / REnvTech webpages with correct branding



Increase prominence and accessibility of CEnv / REnvP / REnvTech webpages



Webpage improvements to increase interest and knowledge of registration pathway. Examples:

- What is CEnv / REnvP / REnvTech?
- The benefits of registration
- The registration process(es)
- Links to more information – application form, costs, contact details, guidance notes, competences etc. if not within the main dedicated webpage
- Contact information to discuss registration further / apply
- Links to relevant CEnv / REnvP / REnvTech profiles
- Logos / imagery



Include links to / embed tutorial webinars:

- [How to Become a Chartered Environmentalist \(CEnv\)](#)
- [Why Become a Chartered Environmentalist \(CEnv\)](#)
- [How to Become a Registered Environmental Technician \(REnvTech\)](#)
- [Why Become a Registered Environmental Technician \(REnvTech\)](#)



Create engaging registrant profiles to showcase their areas of work and inspire interested parties.

External / partner websites and publications



Promote CEnv / REnvP / REnvTech registration on external / partner websites and within publications.



Ensure individuals are noted as CEnv / REnvP / REnvTech in case studies and news items on external / partner websites and within publications.

Events / webinars:

Includes regional activities, specialist interest groups, conferences, awards and employer engagement events.



Identify CEnv / REnvP / REnvTech speakers at LM events (e.g. use their post nominals)



Inform the Society of LM events / webinars that include CEnv / REnvP / REnvTech speakers



Request CEnv / REnvP / REnvTech speakers for LM events / webinars



Promote CEnv / REnvP / REnvTech registration at LM events and events LM attends

- CEnv / REnvP / REnvTech speaker topic
- Promotional materials available
- Prominent visuals on banners / screens



Produce CEnv / REnvP / REnvTech specific webinar / tutorial video



Promote events organised by the Society (e.g. Awards and Lectures on World Environment Day)

Promote relevant events where the Society are exhibiting

Provide event discounts for registrants from other LMs as an added benefit to registration.

Communications / misc.:

Promote relevant items on social media accounts

- CEnv / REnvP / REnvTech registration
- Events
- Registrant profiles
- Congratulate new registrants
- Tag the Society into relevant posts / updates

E-Newsletters

- Promote similar items as on social media (above)
- Add CEnv / REnvP / REnvTech driver boxes and banners

Print

- Place CEnv / REnvP / REnvTech 'adverts' within LM print publications
- Include registrant profiles
- Promote events organised by the Society for registrants

Identify CEnv / REnvP / REnvTech registrants in communications (e.g. use their post nominals)

Tell the Society about news items, articles and profiles that include registrants for us to share

Engage with partners and networking groups about CEnv / REnvP / REnvTech registration

Produce a short video series with CEnv / REnvP / REnvTech registrants

Example Monitoring System

A basic example of monitoring your marketing activities for the CEnv, REnvP and/or REnvTech registrations. This table can be split into appropriate marketing elements such as print, website, social media etc. for ease of reference, and/or into the defined market segments. You could also include a column to indicate the effectiveness of the marketing activity. More detailed options include Gantt charts – ideal for future planning and assigning activities.

Marketing Activity Completed	Date Completed / Reviewed	Evidence
Detailed, dedicated CEnv webpage on main LM website.	Ongoing. Review quarterly. Next review 12.09.2018	[webpage link]
Full page REnvTech advert in LM magazine.	Published 01.08.2018	Appendix: Image – 04454101
Published Sally Rodgers CEnv profile on LM website.	Published 09.08.2018	[webpage link]
Highlighted Sally Rodgers CEnv profile on LinkedIn special interest group with link to webpage.	Completed 10.08.2018	Appendix: Image – Screenshot047
Highlighted Sally Rodgers CEnv profile on monthly e-newsletter with link to webpage. Sent to entire mailing list.	Sent 15.08.2018	Appendix: Image – Screenshot048
Added CEnv banner on homepage rotator to drive traffic to dedicated webpage. Live for 1 month.	Completed 01.09.2018	Appendix: Image – Screenshot049
Reviewed CEnv webpage on main LM website. Amended registration price and added benefits section.	Reviewed 12.09.2018. Review quarterly. Next review 12.12.2018	Appendix: Image – Screenshot050
Produced and published on LM website – short REnvTech profile video	Published 20.10.2018	[webpage link]
Added 2019 SocEnv World Environment Day Awards and Lectures to website event listing.	Completed 01.12.2018	Appendix: Image – Screenshot051
Promoted 2019 SocEnv WED Awards and Lectures via e-newsletter to CEnv and REnvTech mailing list + special interest groups	Sent 18.01.2019	Appendix: Image – Screenshot052
Commenced week long promotional campaign for CEnv registration.	Completed 19.01.2019	Appendix:

Comprehensive Marketing Plan Template

This outline of a comprehensive marketing plan can be used to fully analyse the market and produce a tailored marketing strategy to reach and engage with your target audience. As mentioned in the introduction, it isn't a requirement for LMs to strictly follow this structure, but elements could be included in your CEnv, REnvP and/or REnvTech marketing plan.

Examples, hints and tips are provided within a number of the sections for guidance.

Contents

- Introduction
- Market analysis
- Market needs
- Market size, growth and segmentation
- Target audience
- Potential registrant purchase criteria
- Competitor analysis
- Sources of competitive advantage
- Product definition
- Sales strategy and pricing policy
- Delivery and support
- Marketing communications strategy
- Market launch plan (if new or revamped)
- Implementation plan
- Effectiveness review

Introduction

The introduction should describe the purpose of the plan including its scope and objectives, and the business context relating to the registrations covered. The plan should also include linkages through to the Society's marketing and registration teams to ensure their support can be given to your team.

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Market analysis

This section should define the market forces that will have an impact on registration. Questions to consider include:

- *the bargaining power of potential registrants – is there any alliance in place that will make it difficult to ensure uptake of registrations?*
- *how much is the registration valued and how can any barriers be overcome?*
- *how intense is the desire to follow an alternative route?*
- *where does registration fit within the standard route members take?*
- *consider sector specific pressures and the macro environment – PESTEL analysis.*

Market needs

This section should describe the business needs that are to be addressed by registration in the target market / sectors and could include the following elements:

- *general business needs across all segments of your target market / sectors*
- *business needs specific to international markets, if relevant, e.g. there could be specific legislative requirements for different countries*
- *the business value of environmental expertise in the sector*
- *company policies requiring the registration (for sign-off on specific jobs/projects/tasks/pieces of work)*
- *technical needs for registration.*

EXAMPLES

To showcase environmental expertise, to target environmental services as a USP, to respond to client requirements or to alter a perception of the sector.

Market size, growth and segmentation

This section should define the market opportunities in terms of size, growth and segmentation:

- *the potential size of the market for registration, by market segment*
- *how the market could be segmented (geographical, gender, sector, career level, discipline etc.)*
- *growth trends in the target market and which segments have good growth potential and should therefore be targeted*
- *the proposed percentage share of the target market segments for registration.*

EXAMPLES

How many members in total?
How many are environmental special interest group members?
Is there a growing need for environmental expertise?

Target audience

All those who need to be targeted by one or more of the marketing communications channels identified in the marketing communications strategy (see below) should be identified.

This will include those within the target organisations who will be involved in the decision-making process relating to registration. Those representing business or technical functions in target organisations who are likely to recommend registration and be involved in the process should also be considered, although they are not themselves decision makers.

EXAMPLES

Members at relevant membership grades, or with the potential to upgrade.
Employers, decision makers and staff at key employing organisations.

Potential registrant purchase criteria

Depending upon individual need, potential registrants will have specific criteria that will influence their decision. These criteria are likely to include the following:

- *fit of registration to the potential registrants needs*
- *price of registration (and who pays for the registration)*
- *time available to complete an application and the relevant ongoing CPD*
- *benefits to the individual (increased recognition, increased earnings, self-satisfaction etc.)*
- *any issues related to the application process.*

Competitor analysis

An analysis of competitors for the registration in the target market segments should be provided. This analysis could include:

- *a list of the major competitors to registration*
- *a competitor profile for each of the major players including information on markets, customers, alliances*
- *competitor positioning, including market share by target market segment, user base, competitor strengths and weaknesses relating to the potential registrant purchase criteria above.*

EXAMPLES

Who are the competitors? Other Licensed Bodies? Environmental accreditations through employers? How do they promote the benefits? A SWOT analysis may be useful.

Sources of competitive advantage

Identify the principal sources of competitive advantage attributable to registration. The following aspects could be covered:

- *internal resources and skills – the ability to use skills and capabilities to deliver registrations*
- *productivity benefits that will lower the cost base and create synergy with other member benefits*
- *a credible track record and the ability to deliver registration alongside offering additional member benefits*
- *support available to applicants and ongoing opportunities for CPD, networking etc. with the LM.*

EXAMPLES

Experienced mentors available.
Reputation of membership options and support across the sector.
Streamlined application process such as “CEnv in a Day” (see IES website).

Product definition

The marketing plan should define the functionality of registration to meet the needs of the market and the services required to support the application. The elements of functionality defined should include:

- *the registration / application processes to be covered*
- *the registration maximises the benefits to the individual, employer and environment.*

APPLICATION
PROCESS

1. Become a member of a Licensed Member (LM) of the Society.
2. Talk to the LM to discuss eligibility and gain advice/support.
3. Complete application form detailing how the applicant meets the required competences.
4. Arrange and attend peer review interview (generally CEnv only).
5. Application fee payment (timing varies depending on LM)

EXAMPLE BENEFITS

- Chartered status – a globally recognised level of expertise.
- Increased influence in environmental decision making.
- Proven knowledge to clients, employers and peers.
- Showcase commitment to CSR.
- Increased employability – transferable across sectors.
- Event discounts

USEFUL LINKS:

www.socenv.org.uk/CEnv
www.socenv.org.uk/REnvTech

Sales strategy and pricing policy

The sales strategy should cover how the target markets will be tackled from a sales and pricing perspective.

The strategy should define how registrations will be pursued – which channels will be used in which territories – direct sales or alliance led sales, for example. It should also define how the opportunity will be maximised with reference to the sources of competitive advantage described earlier.

The pricing policy should cover the proposed, justified pricing structure for registration, including product pricing and pricing for any application related support services.

Delivery and support

The delivery and support section should describe how the registrations are to be delivered, including the support required during the process. This should be based on the target market segments that are being addressed and should define how registration and support is to be provided for each segment.

The engagement and application process should be defined, covering support programmes required during the initial engagement, application and beyond.

EXAMPLES

Mentoring options available.
Administration systems in place and tested.
Availability of registration assessors.
A clearly defined application process.

Marketing communications strategy

The marketing communications strategy should outline the objectives set, the promotional channels to be used in each segment, and the budget required.

The proposed promotional channels should be described, as should the target audience to be reached by the various marketing promotions. The channels proposed may differ for various segments, so if the registration is international, for example, this should also be addressed.

The proposed budget for marketing communications should be included.

EXAMPLE CHANNELS

Social media – think about segments.
Direct email marketing.
Events and exhibitions.
Print advertising / editorials.
Increased website presence.
Promotion of SocEnv events.

Market launch plan (if new or revamped)

The market launch plan could include the following:

- *the principal focus of the launch, i.e. whether there will be a specific event or series of events*
- *publicity proposed for the launch*
- *objectives, proposed organisation(s) involved and follow-on events after the main launch event*
- *direct marketing proposed*
- *collateral required to support the launch, e.g. brochures, presentations, videos, podcasts etc.*
- *activity dates and assigned personnel.*

Implementation plan

The implementation plan could give details of the milestones in the development of the marketing activities listed above, including launch. Responsibilities for each element of the implementation plan should be assigned to the appropriate people.

Effectiveness review

The effectiveness review should take place at an appropriate time to simply review how effective the marketing plan has been in achieving its objectives. What worked/what did not work and consider ways to make it more effective.

Monitoring systems will need to be in place to indicate the success of each element of the marketing communications strategy.