

## Marketing quiz

This information was written as part of the bfunded marketing advice service for voluntary and community groups in Bradford District funded by NRF and CBMDC.

### How much do you really know about marketing? Take our fun quiz

A light-hearted look at marketing essentials from Sarah Moss, Strategic Funding Officer (bfunded).

- 1. Marketing is all about...**
  - a) Publicity – getting known and advertising our events.
  - b) Selling – it's just for commercial businesses really.
  - c) Finding out and delivering what's wanted and needed in our local area.
  
- 2. Customer care is essential because...**
  - a) We have to do it to get the PQASSO quality mark.
  - b) Sorry, no it's not relevant we are a small group and have no paid staff!
  - c) We want to make sure services meet the needs of our users and keep the goodwill of funders and donors.
  
- 3. Keeping an eye on the competition is...**
  - a) Hard to do when you're busy – but we've joined a couple of networks.
  - b) A waste of time! We don't have competitors; we're in the voluntary sector.
  - c) Essential. It helps us keep focused on what's really needed in the local area, what our strengths, opportunities and threats are. We've also found ways of working in partnership with groups who have similar aims to ours.
  
- 4. We know we're good at what we do because...**
  - a) We use feedback forms and are working towards a quality mark.
  - b) The committee thinks the project is great – that's all that matters.
  - c) We regularly take a step back and look at our strengths and weaknesses, sometimes getting an outside opinion. Feedback from users, funders, donors, volunteers and staff is invited, obtained and acted on.
  
- 5. The first impression people usually get of us is...**
  - a) Busy but helpful – sometimes it's hard for people to get through on the phone but we've got an answer phone and will have a website soon.
  - b) We're a community group – it's not supposed to be professional!
  - c) Friendly, open and knowledgeable – if we can't help, we always signpost enquirers to people who can. People can get in touch through a variety of means and enquiries are always replied to promptly.

Now turn over.....

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### How did you score?

Mainly a)s – You're on the right track but why not join the bfunded marketing network to find out more and get regular updates on marketing topics that will extend your current knowledge.

Mainly b)s – You need to bring your knowledge up to date. Marketing is essential for community and voluntary groups of all sizes. Why not start with the bfunded fact-sheets online at [www.bfunded.org.uk/help\\_and\\_advice/preparation/marketing](http://www.bfunded.org.uk/help_and_advice/preparation/marketing) or by accessing some training from b-supported – Bradford CVS Training [www.bsupported.org.uk](http://www.bsupported.org.uk) Contact Bradford CVS on 01274 722772

Mainly c)s – Great! You understand the theory and practice of marketing. Have you thought about promoting the marketing work that you're doing in your organisation? Every month the network's e-bulletin features two Bradford groups.

If you are from a voluntary or community group in Bradford district and would like to join the network, contact Sarah Moss on 01535 665258

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