



MASS MEP

Marketing Training Grants





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Overview of Training Grants



How Do the MA Training Grants Work?



EXPRESS PROGRAM

- The Workforce Training Fund is a program through the state of Massachusetts that allows MA-based organizations to apply for grants for a variety of services. TribalVision has several modules approved through the state that provide marketing training and support.
- Businesses with 100 or fewer employees- 100% reimbursement
- Businesses with more than 100 employees – 50% reimbursement
- Grant funds are limited to \$30,000 per company per calendar year and to \$3,000 per employee per course

REQUIREMENTS

- The organization applying for the grant must be headquartered in MA.
- The organization must also obtain a “Certificate of Good Standing” from MA Dept of Revenue





Timeline for the MA Training Express Grant



Timing

Step 1 Week 0-1	Step 2 Week 0-1	Step 3 Week 1-2	Step 4 Week 5-6	Step 5 Week 5-6	Step 6 Week 6-26	Step 7 Week 10 forward
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FAQ about Training Grant Program



Question	Details
Who can apply?	<ul style="list-style-type: none">• Businesses of any size are eligible• Businesses must be in good standing with all obligations to the Commonwealth of Massachusetts and must contribute to the Workforce Training Fund*
What must a company contribute?	<ul style="list-style-type: none">• Companies with more than 100 MA employees may request 50% of the cost of training• Companies with 100 or fewer MA employees may request 100% of the cost of training• Employees must be paid full wages for time in training
What can be paid for using grant funds?	<ul style="list-style-type: none">• Grant funds will pay for eligible training courses chosen from a database of pre-qualified courses• Training providers may request to add a course to the directory
Grant Limits	<ul style="list-style-type: none">• Businesses may receive up to \$30,000 each year; maximum of \$3,000 per person, per course
How to apply	<ul style="list-style-type: none">• Visit WorkforceTrainingFund.org and• https://www.mass.gov/how-to/request-a-certificate-of-good-standing-tax-compliance-or-a-corporate-tax-lien-waiver
Deadlines & turn-around times:	<ul style="list-style-type: none">• There is no deadline to apply for funding. However, individual courses have enrollment deadlines. Businesses must complete the grant application process prior to enrolling employees.• It is recommended that businesses allow 21 days for grant application and approval prior to an enrollment deadline.
Selection process	<ul style="list-style-type: none">• Funding and enrollment are subject to availability on a first come, first served basis.• Training must be work related.
Length & waiting period	<ul style="list-style-type: none">• Training must be completed in 24 months or less• There is no waiting period to apply for additional funding

About TribalVision





TribalVision

By the Numbers

11

Years in the market

65

Full-time marketers

95

Net Promoter Score



Bridging the Gap in the Traditional Agency Landscape

TribalVision combines the diverse capabilities stack of a big box agency with the agility and high-touch service of a boutique firm, while eliminating the inevitable conflicts of interest that arise from the traditional, commission-based agency compensation model.

EXPENSE

BOUTIQUE AGENCY

- 1-15 employees
- Hyper-niche tactical focus
- Low margin, high volume book of business
- Service limited by bandwidth

TRIBALVISION

- Team of 65+ full-time marketers
- Strategy-driven, tactic agnostic
- Retainer-based business model
- Enterprise trainings and support

TRADITIONAL AGENCY

- Bloated, siloed departments
 - Creative focus VS performance
 - Commission-based model
 - Preferential service and tenure to clients with high media spend
-

TribalVision's Marketing Role

TribalVision's provide fractional or outsourced support for all critical marketing functions from senior operational leadership to day-to-day implementation and everything in between.



A Phased Approach to Client Engagements



1 DISCOVERY KICKOFF

At the outset of the engagement, we conduct a **robust discovery with key organizational stakeholders** to better understand your existing business processes and corresponding needs.

2 AUDIT & STRATEGY

We will audit the health of your existing marketing and identify key opportunities to optimize your positioning, web experience, advertising mix, technology stack, and promotional materials.

3 TACTICAL ROLLOUT

Tactical priorities established in the approved strategy will be executed on a rolling basis in accordance with a regimented monthly project plan, with every milestone clearly defined.

4 REPORTING

You can't manage what you can't measure. To drive transparency and accountability, we deliver weekly campaign snapshots and monthly deep-dive performance reporting.





TribalVision's Marketing Training Modules

Marketing Training & Implementation

MODULE 1

Strategic Marketing Planning

During this 4-week module, a marketing strategy will be developed that meets your organization's unique needs. Throughout the process we will provide you in-depth training focused on the various exercises that inform our strategy.

MODULE 2

Implementation Month 1

The first month of implementation and training will commence at the completion of our marketing strategy. Our project plan will determine and prioritize the tactics and activities we will address each month.

MODULE 3

Implementation Month 2

The second month of implementation and training will also focus on the tactics and activities flowing from the marketing strategy. Tactics and training addressed during the period will be laid out in our project plan.

MODULE 4

Implementation Month 3

The third and final month of implementation and training rounds out our engagement and will include training to enable your team to take over all the marketing activities, tactics, and campaigns developed during the previous months.





Module 1:

Strategic Marketing Planning

This training will focus on developing your team's ability to have a better understanding of your present marketing efforts and the positioning of your company's brand in the marketplace. Participants will gain an understanding of the execution of a marketing strategy to strengthen new business.

TRAINING OBJECTIVES

This training will provide the knowledge and skills necessary to create and deploy a marketing strategy that will strengthen marketplace awareness and drive new business.

Skills include:

- Understanding market research and conducting market audits
- Increased knowledge of and ability to examine possible marketing channels and tactics used to strengthen marketplace awareness
- Building online presence and relationship





Module 2:

Implementation 1

This training will focus on honing your team's ability to examine, analyze, and optimize marketing activities. This includes utilizing Google Analytics to determine the efficacy of your website, tracking marketing campaigns and more.

TRAINING OBJECTIVES

Participants will be trained in auditing existing marketing assets, the use of Google Analytics for analysis and reporting, and methods and means of retargeting to maximize online traffic to increase sales

Skills include:

- Learning both basic and advanced reporting features within the Google Analytics platform
- Creating, launching and optimizing retargeting campaigns
- Conducting qualitative analysis of marketing activities by establishing KPIs and engagement benchmarks





Module 3:

Implementation 2

This training will focus on preparing your team to use tools and tactics such as Google “Paid Search”, Content Marketing, Search Engine Optimization (SEO), and Email Marketing to drive new business.

TRAINING OBJECTIVES

Participants will be trained in the development of omni-channel marketing campaigns that use Paid Search, Content Marketing, Email, Social Media and in Search Engine Optimization (SEO), to create sophisticated marketing campaigns.

Skills include:

- Setting up and managing Google Paid Search campaigns
- Creating and deploying a content calendar and social media strategy
- Developing and launching email marketing campaigns and tracking results
- Identifying and targeting new prospect targets





Module 4:

Implementation 3

This month of training will focus on developing your team's ability to examine marketing activities and analyze them for effectiveness. We will also review how to utilize automation, CRM, and digital sales outreach tools to drive new business.

TRAINING OBJECTIVES

Teams will be trained in a proprietary method for creating holistic marketing campaigns and in intensive reporting skills to help refine the initiatives already deployed during previous months.

Skills include:

- Developing account-based marketing campaigns
- Setting up, managing, and following best practices as they relate to CRM
- Leveraging modern sales outreach tools to increase outreach efficiency and increase win rates



Next Steps



Next Steps

- 1 Determine which marketing grants are of interest
- 2 Work with TribalVision to connect you with our Grant Program Administrator
- 3 Obtain “Certificate of Good Standing” from Dept of Revenue
<https://www.mass.gov/how-to/request-a-certificate-of-good-standing-tax-compliance-or-a-corporate-tax-lien-waiver>
- 4 Meet with grant administrator to help develop application



Contact TribalVision



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[Link to set up meeting w/ Chris](#)

Responsibilities

Participating Companies

1. Sign Letter of Commitment for consortium
2. Commitment to consortium training plan
3. Obtain “Certificate of Good Standing” from Dept of Revenue
4. Obtain union letter of support, if applicable
5. Selection of courses and determine attendance by role
6. Provide information and collaborate with MassMEP grant developer to help complete grant application
7. Measure goals/metrics developed (MassMEP required to report quarterly on these, and at completion of all training.)
8. Six months to year later, complete MassMEP Survey





The Express Grant Timeline





MASSMEP

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