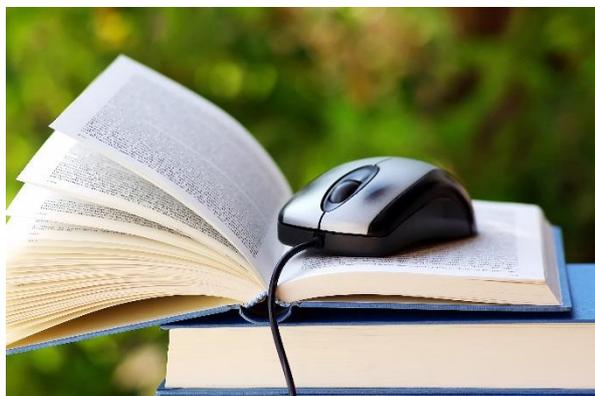


# SOMEONE HAD AN IDEA TO BRING PEOPLE CLOSER

NITUS/CAMPUS VÄSTERVIK (SWEDEN)



## NORDIC LEARNING CENTER INNOVATION PARTNERS

## WHICH THEME DOES THIS CASE RELATE TO?

Mark with an X

Theme 1 Strategic mediation	Theme 2 New ways of learning	Theme 3 Targeting new users	Theme 4 Mobilizing the community
x		x	

## INTRODUCTION TO THE CASE

### 1.1 CASE CONTENT AND ISSUE

Campus Västervik is one of the approximately 90 learning centers that are members of Nitus. Campus Västervik has worked out a strategic and progressive model for marketing literacy centers to motivate new municipal residents to study at universities.

They think about this way: "Someone had an idea to bring people closer, today we call it a phone. Someone had an idea to put words on paper, today we call it a pan. Someone had an idea that we should educate ourselves, today we call it a school. We can keep going and going but what we are trying to say is that ideas are great but bringing ideas to live is greater. So our mission is not about today's ideas, it's about getting tomorrow's ideas to happen!"

What is the process of a good marketing? How do you get from the point where you have an idea and how do you get your place on the market? How do you let people know about your product or service? How do you let people know about your product or service?

### 1.2 SOLUTIONS

We work with five basic steps that you need to know:

#### **1 Choose your idea**

If you have an idea, the next step is that the idea must be visualized. You can do that by using brainstorm in your team. Use charts and other visual aids to find solutions. Always use your vision to find the right strategy!

#### **2 Create local awareness**

Use a strategic lobbying effort to convince local and regional decision-makers that your idea is not just good, but it is needed to develop the activities for which you are responsible. If we do not find ways to educate people into the professions the business needs, increase the risk that businesses will disappear from the municipality!

#### **3 Take advantage of social media**

Nothing matters more to an organization than how our service we provide make customers feel. How the customer feels determines whether your organization survives or sinks. The secret to every organization growth is word-of-mouth marketing, not the marketing done in the pages of a magazine, newspaper, trade publication, on TV, or other media outlets. It is also important BUT Word-of-mouth is generated because you made the customer experience referable. If someone chooses to refer your service, I then call that a "referable experience" because that's what we share, our experiences with a service. Here are social media the fastest way to convey the message

#### **4 Love your customers**

Do not talk at people talk with them! Then you show that it is the customer's best which means something. and that you work for the best of the customer

#### **5 Collaborate**

Bring idea to life by sharing with team and inner circle they will continue bringing idea to life. Bring idea to life by seeking feedback and refinement, and by working late. You have to be a "worker bee" Be passionate, persistent and naïve! If you're not fully committed, you'll never last through the inevitable dips. You also need persistence... and persistence is more about focusing on just getting the little things done. Lastly, you need naivety; it's best not to think about how hard something is going to be, otherwise you may never start.

## WHAT HAVE WE LEARNED/WHY IS THIS INTERESTING?

We always try to work in a way where the staff feel part of the work and this model is one of the results of this approach. Because we also feel that it works, we think it's a working model. The number of students is increasing, the local companies and municipal administrations comes more and more to us and not least, we are fully supported by our local politicians! The political support is also a prerequisite for successful completion of a good and well-functioning learning center.

**We believe this process works but keep in mind that a failure is nothing but a chance to review your strategy.**

## FOR MORE INFORMATION

Contact information Jerry Engström, campuschef Campus Västervik, [www.campusvastervik.se](http://www.campusvastervik.se), +46490 254114