Bennett EMS Training

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Bennett EMS Training is located in Fontana, California, as well as Avon, Connecticut. They serve multiple counties throughout Southern California. In Connecticut, they serve the Hartford County. Bennett EMS Training provides lifesaving services such as: adult CPR/AED training, pediatric and childcare CPR and first aid, emergency oxygen administration, and more. I will be doing a brand awareness campaign focused on promoting Bennett EMS Training, in order to gain more followers and potential clients.

Bennett EMS Training was founded over fifteen years ago. The owner of the business is Wayne Bennett. He is retired law enforcement with the State of California. Currently, his business only has one employee; himself. Bennett EMS Training currently serves multiple counties in Southern California and Hartford County in Connecticut. They do not have a brick and mortar, but instead travel to the clients directly. Bennett EMS Training began small by only teaching basic CPR classes to local work connections. It has since grown into providing services outside of its direct connections. Bennett EMS Training has expanded to provide services for daycares, private schools, club organizations, and sports teams.

Bennett EMS Training runs its business simply. It does not have a social media presence, so business comes from word of mouth and if the business owner, Wayne Bennett, mails flyers to local schools and businesses. If a person or business decides they want to use Bennett EMS Training’s services, they contact Wayne Bennett and have a phone consultation. The information needed usually consists of class size, class needed, and location. Wayne Bennett is the sole management/governance of the business. The demographics are semi-broad. Bennett EMS Training will provide his classes/services to anyone seeking certification, or recertification, in the life saving categories he teaches. The businesses main clientele consists of private schools, daycares, religious clubs/organizations, sports teams, and medical organizations. The clients have all been of different genders, income brackets, and ethnicities. The client’s ages usually run from mid-thirties to sixty years of age. The geographic areas include counties within fifty to 75 miles from Fontana, California. In Connecticut though, the geographic demographic is considerably smaller. Even though Bennett EMS Training will provide services to Hartford County, the clients have all come from the Farmington Valley. The business does not serve any other publics.

The sources of Bennett EMS Training are the income from the owner and income from classes booked. There are a couple of businesses Bennett EMS Training competes with; directly and indirectly. Directly, the business Anytime CPR Heart Save, located in Fontana, California, provides competition for Bennett EMS Training. This business has not been around a long time. This business looks less professional but does seem to cater to clients on a smaller scale which can be an advantage. Indirectly, American Red Cross is competition for Bennett EMS Training. Often times, clients will associate all CPR/AED trainings with American Red Cross. The employers will sometimes ask if Bennett EMS Training is American Red Cross certified, which they are not. Yes, Bennett EMS Training is certified to instruct such classes, but not on behalf of American Red Cross. This can provide challenges because some clients only want American Red Cross. The state of the CPR/AED teaching industry is expanding. More and more people are interested in becoming CPR/AED certified, and more and more businesses are requiring their employees to be trained. There are about ten thousand cardia arrests annually in a workplace and most of those cases cannot receive help until professional help arrives. Since nearly 45% of out-of-hospital cardiac arrest victims survive with the help of a bystander trained in CPR, businesses are looking to train their employees with these lifesaving methods.

The owner wants the business to expand exponentially. The classes that are being booked as of right now, are pretty inconsistent. The most recent class booked was through word of mouth and connections. He wants the business to begin having classes on a consistent basis; i.e. weekly or daily. Since Bennett EMS Training does not have a brick and mortar, the business is very flexible, and the owner is willing to travel. As of right now, he does not want a physical location and prefers travelling. This is mainly due to the fact that if he was to get a physical location, there would be more costs that would have to be taken out of the profit.

The owner of Bennett EMS Training is an older gentleman. He has said himself that he is out of touch with newer technology and does not have any social media outlets; personal or professional. He is also aware of the fact that technology is here to stay, and it has become essential for any business. His current methods of advertising are phone calls, emails, and mailing out handmade flyers. He has had one or two inquiries due to this, but not nearly as much as he’d like to see. I believe that my P.R. efforts during my capstone project would definitely impact Bennett EMS Training in a positive manner. Nowadays, the public will Google or Yelp a business before they decide on that business for their services. They read reviews, look at professional websites, and simply decide if it looks right for what they need. By creating brand awareness for Bennett EMS Training, it can give the business more exposure which should lead to more business.

Bennett EMS Training’s current reputation is a good one amongst their small circle. They have received great reviews from current and past clients. They haven’t had any major complaints and their customers know they are getting quality instructing. When it comes to daycares, the past clients have spread word of mouth of how Bennett EMS Training’s are consistent and thorough. After classes are completed, they complete surveys verifying all the things previously mentioned. For classes booked for businesses such as a warehouse, Bennett EMS Training has been reviewed as professional and thorough. Bennett EMS Training is very involved in the community. The owner is retired law enforcement and has many connections within the community. This has proved useful to booking a few classes. The owner also volunteers are his son’s private school and hockey team. The general consensus of the owner seems to be that he is a professional, knowledgeable, and helping individual.

Bennett EMS Training has launched zero PR efforts in the last six months. The flyers that were mailed out, were eight months to a year ago. Since then, minimal classes have been booked and the recent classes were a personal connection. The current communications channels Bennett EMS Training has are printed flyers, phone calls, and emails. The business does have a website, but it is not monitored as often as it should be. The business is not communicating any messages; i.e. product releases, employee updates. I would hope to change this by creating a way for the business to track and update when their customers need to be recertified. If they have this information, they can send notifications to those businesses and remind them that it is time to be renewed. Thus, creating a report with a business and repeat customer. Bennett EMS Training is currently communicating only through phone calls, emails, and sometimes texts messages depending on the client. For communication receiving, the business is only receiving customer feedback through in class surveys and emails.

The key problem my PR campaign efforts must address is the lack of social media/internet presence. This is a positive and a negative for the same reasons; it has bot be built from the ground up. The central focus of the PR efforts will be to gain Bennett EMS Training more exposure, create a better brand awareness, and lead it to booking more clients. By doing all this, it should lead the owner’s business to his future goals; more consistent clients on a weekly/daily basis. When discussing this project with the owner, he was very interested and excited to see how I can help. He is not tech savvy; therefore, I would have full control over the social media sites. The one pitfall I expect to encounter when working with the owner is the lack of understanding of social media practices and the internet in general. In the end, I believe this will greatly improve Bennett EMS Training and allow myself to gain some experience in public relations.

Reference:

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