



STRATEGIC MARKETING

This comprehensive marketing workshop will take you through the process of developing your marketing objectives, analysing your current market position and identifying your business strengths, weaknesses, opportunities and threats. We will then discuss the most effective strategies for marketing your business.

We will start this process by identifying your key messages and your target market. We will then discuss specific marketing activities which will effectively promote your services to your target audience through a number of mediums including direct marketing, relationship marketing, on-line marketing and general publicity. We will also provide you with the tools to monitor and measure the effectiveness of the strategies we suggest.

Drawing on theoretical knowledge, practical experience and creative thinking, we will create a tailored action plan for your business success.

BUSINESS ANALYSIS

- Marketing objectives for generating brand awareness
- Effective communication: key messages, target audience, medium of dissemination, audience reaction, result
- SWOT analysis

MARKETING STRATEGIES

- Branding
- Marketing materials
- Web site
- Newsletter
- Direct marketing
- Networking
- Seminars and events
- Media
- PR and promotion
- Client referrals

WORKSHOP OUTCOMES

- Tailored action plan for 12 month period
- Marketing activities planned for the next 12 months
- Methods of engaging target audiences outlined
- Required action, reaction and result outlined
- Development of your brand as a reflection of your vision, values and services
- Strategies for generating brand awareness outlined
- Tools for ongoing monitoring and measurement outlined

CONDUCTED: On your premises

ATTENDEES: Up to 12 staff and managers

TIME: 6.5 hours

INVESTMENT: \$5,000 + GST

For more information contact Rebecca Laskary – 0415 275 494