

# MARKETING

Marketing is about showing the customer that your product or service is the answer to their needs. But how? Now you can attend a **FREE** workshop to help you develop a winning marketing strategy for your business.

## WORKSHOP OVERVIEW

The following areas are included in the workshop:

- **What is Marketing?** - What does marketing mean for you and how will you use it to build a successful business with healthy profits?
- **Marketing Basics “The Four P’s”** - Price, Product, Promotion and Place. Each company has its own marketing requirements based on the type of business it is. How can you use the “Four P’s” in your own marketing plan?
- **Market Research** - Discover what your market is and who your customers are to sell successfully and fight off competition!
- **Turning Prospects into Customers** - How to turn that potential customer into an actual buyer using a variety of tried and tested techniques
- **Different Types of Marketing** - Explore traditional and alternative types of marketing e.g. newspaper advertising, posters, leaflets etc to help determine the most appropriate form to reach your target market
- **The Marketing Plan** - How to bring together what you have learnt into a detailed, useable document which will be invaluable in the day to day running of your business
- **Writing Marketing Material** - How to construct an advert or leaflet to capture your customers attention, gain their interest and make it easy for them to buy!
- **Classic Marketing Mistakes** - How to avoid those common errors and produce a captivating and exciting marketing plan for your company

Call now to book your place

**02476 654321**

