

# Marketing Essentials for Small Business Owners



## SUITABLE FOR

Anyone in a marketing position, directly or indirectly, who is new to the role or for those who want to review their marketing activity to date.

## DURATION

1 day (09.30 – 16.30) with two 15 minute breaks and 45 minutes for lunch.

## STYLE

A workshop with a mix of learning, creating and delivering

## OBJECTIVE(S) OF THE WORKSHOP

This workshop looks at how to create a marketing plan, clarifies marketing positioning and targeting, explores appropriate marketing communication tools and channels and develops an understanding of marketing budgeting, measuring and control.

The workshop will also give participants an introduction to marketing which will be of use should they be considering progressing a formal qualifications through the CIM.

## THE WORKSHOP DEALS WITH

- Understanding marketing and how it fits in an organisation
- Planning a marketing campaign
- What markets to target
- The marketing mix
- Branding
- How customers buy
- Marketing communication
- Marketing tools, inc the Internet
- Measurement and control – how to ask for a budget!
- Customer relationship marketing