

# YOUR MARKETING PLAN WORKSHOP



## FREQUENTLY ASKED QUESTIONS

- What will be the best way to reach out to my target market?
- How can I generate more leads?
- How can I better engage with customers?
- How can I achieve my goals on a limited budget?

The marketing communications plan captures who you are targeting, what you want to say and the best way to say it. The way you communicate with customers and prospects will not only serve to educate and motivate them, but will also define the relationship you have with them.

## GET THE RIGHT MIX

With experience in a range of communication tools, we can make sure you implement the right mix, to best serve your goals. It's all about what you are going to communicate, how you are going to say it, when you are going to say it and most importantly who you are going to say it to.

During our workshop we will touch upon your current marketing communications mix and assess how well it meets your marketing objectives, (stimulates your target market, sufficiently conveys your value propositions and services your chosen channels to market).

We will then lead you through how best to employ certain promotional tools to best meet your objectives and develop a fresh marketing communications plan. You'll get all of the proven, real-world marketing strategies that successful small businesses need to know:

- A fresh understanding of your 'ideal' target customer and why they stand to benefit most from your business solutions
- A true definition of your brand so you can communicate your business more effectively
- A reality check on your current marketing communications mix and budget
- A promotional platform to help you attract more customers, create more loyalty and gain more name recognition

## GET IN TOUCH

To learn more about our marketing communications workshop can help your business please contact us.