

## Effective Marketing on a Shoestring – Course Outline

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**Duration:** 3 Hours

**Course Description:** Are you interested in free marketing?

Marketing doesn't have to be expensive. Investing a little time can reap great rewards without breaking the bank.

'Effective Marketing on a Shoestring' will concentrate on getting your message across to your target audience and attracting more customers. It's perfect for anyone with great ideas, little budget and loads of enthusiasm for their business.

The half day course will involve interactive activities as well as presentation, so you'll leave with some excellent, 'ready to go' tips for your business.

**Who should attend?** Business owners, managers, team members or anyone responsible for the marketing in their business.

### What will it cover?

- Marketing behind the myths
- Getting the basics right
- Free tools: both digital and offline
- Making marketing happen effectively for you