

Marketing: The Reality – Course Outline

Duration: 3.0 Hours

Course Description: Marketing is how you create and keep customers. Consistency is key. The reality of marketing is that you need great strategy and planning in order to achieve maximum success. This practical course explores how to plan, monitor and review your marketing. These tools will lead to consistent marketing activity, boosting business.

Who should attend? Business professionals and business owners who want to plan or review their marketing strategy in a supportive, interactive, structured session.

What will it cover?

- What is marketing?
- Setting your marketing goals and budget
- Understanding your target audience
- Creating your competitive edge
- Choosing marketing tools to get your message across
- Financial analysis – understanding your marketing costs
- Understanding what is working for you – using Google Analytics
- Keeping in touch

At each stage, you will have the opportunity to create marketing points for your own business. This means you will finish the course with an outline to your marketing plans – all systems go!