

ESTABLISH, BUILD AND MAINTAIN YOUR BRAND

Description

Your brand is more than your business name and logo. It's time to leverage your brand to support your business goals and stand out from the crowd.

Coached by an experienced Marketing Consultant learn how to establish, build, and maintain your brand by delivering a consistent experience across all touchpoints from promotions to customer service, phone calls and emails.

Work with an experienced Marketing Consultant to deliver a branded experience that accurately reflects your business.

Learning outcomes

Working with Michelle Jones, an experienced Marketing Consultant with more than 20 years' marketing and operational experience across a broad range of businesses and industry sectors, you'll learn:

- How to define what your brand stands for and what sets it apart from the competition
- What your brand values are and how to communicate them
- How to develop an authentic brand story, connecting how your brand visually appears with how your customers experience your brand
- How every person in your business contributes to your branding
- Why consistency across all customer touchpoints is the key to success

We'll meet to understand your current brand and the touchpoints with your customers (a brand audit); then develop a framework to deliver a consistent experience with your business and an approach to get buy-in from your entire team.

Working alongside Michelle you'll develop an understanding of the importance of delivering a consistent customer experience at every interaction with your business and how to use your brand to create a point of difference for your business with maximum impact.

Duration:

A two-hour workshop (prep will be advised prior to workshop), then two 30 minutes follow up sessions. Meetings by phone, Zoom or face-to-face.

Cost

\$600 plus GST. Additional sessions available at \$175 plus GST/hour

Contact

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To make a booking please contact Michelle on 021 379538 or michelle@thefoodieinc.com to discuss your requirements.