

MARKETING 101 - BUILD A BASIC MARKETING TOOLKIT

Description

Marketing is not a core competency for every business owner. You can set-up a website and social media but understanding which marketing tools to use when is key.

Coached by an experienced Marketing Consultant learn how to build a marketing toolkit your team can use to support your sales efforts.

Learn how to reach your target market and tailor content to deliver measurable results.

Work alongside an experienced Marketing Consultant to learn how to use simple tools to promote 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:

- What tools you need in your marketing toolkit
- How to use the tools in your toolkit
- How to determine the best way to effectively reach your target audience(s)
- How to get bang for your buck from your marketing efforts

We'll meet to understand where you are at with your current sales and marketing activities, then realign them to enable you get maximum return on your investment (both time and financial).

Working alongside Michelle you'll get a better understanding of how to leverage your marketing tools to raise awareness of your business, drive engagement with customers/ prospects and ultimately increase sales to deliver on your business objectives.

Duration

A 90-minute workshop (prep will be advised prior to workshop), then two 45-minute follow up sessions (two weeks apart) to understand how things are progressing and what needs to be revised. 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.