

## MARKETING PLAN ON A PAGE

### Description

Every business needs a marketing plan to support their business strategy.

Coached by an experienced Marketing Consultant learn how to align your sales and marketing activities to deliver on your business objectives.

Learn the importance of focusing on sales and marketing activities that reach existing and potential customers and deliver tangible results for your business.

Work alongside an experienced Marketing Consultant to determine which activities are working and what needs to be changed.

### 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 develop a simple, deliverable marketing plan for your business needs
- How to align your marketing efforts with your business plan
- How to define your product and / or service offering (value proposition)
- How to determine the best way to effectively reach your target audience(s)
- How to get bang for your buck from your marketing budget
- How to measure whether what you are implementing is working and when to pull the plug on activities that aren't working.

We'll meet to understand your current business objectives and marketing and sales activities, then realign them to enable you get maximum return on your investment (time and financial); then develop a one page marketing plan for you to measure your progress against.

Working alongside Michelle you'll align your business objectives to ensure each and every sales and marketing activity delivers on your business plan and your bottom line.

### Duration

A three-hour workshop to develop your marketing plan on a page, then two 30 minutes follow up sessions (two and four weeks after the workshop) to see how things are tracking. Meetings by phone, Zoom or face-to-face.

### Cost

\$750 plus GST. Additional sessions available at \$175 plus GST/hour

### Contact

Michelle Jones

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To make a booking please contact Michelle on 021 379538 or [michelle@thefoodieinc.com](mailto:michelle@thefoodieinc.com) to discuss your requirements.