



## Marketing Your Business For Free!

Most businesses organically grow and their marketing becomes a hotch potch of messages, designs and tactics. Very often the message is so broad and general with a catch all mentality that marketing budgets and efforts are wasted on a continuous basis. This one day course comes in two parts where it strips everything back to basics.

**Part One** - Take time out of the business to reassess who your **Target Audiences** are and ensure that your marketing strategy focuses on your key money earners. ***See your business through their eyes and identify who, how and what to communicate.***

**Part Two** – Understanding the power of **Social Media** - taking the next step from broadcasting about your business to engaging with buyers, customers and suppliers. ***Used correctly social media becomes your PR/Advertising/Sales Community Platform.***

*Why pay for promoted posts, SEO, advertising when there is so much you can do for free?*

Everything you will learn will use knowledge and resources to make your marketing more effective without spending more money.

Denise Wilton is an award winning marketer with over 25 years' experience in business and marketing, she has worked in marketing for various industries including publishing, finance, internet training, waste & recycling, B2B, B2C and Arts Marketing. Denise has been a speaker for the Institute of Directors, FSB, Women In Business, EVO Girls and Business Link. With her own marketing agencies she's worked with small one man businesses right up to the English Heritage and MOD.

There will be interactive elements to the day and plenty of chances to ask questions and tap into Denise's expertise and knowledge.

### Objectives

This course enables you to:

- Understand & Identify Who Your Target Audiences Are
- Plan Marketing Messages That Will Resonate With Them
- Learn How To Market To Your Target Audience & Where
- Start Building A Marketing Strategy That Incorporates The Marketing Rule Of 7
- Understand How Social Media Is Powerful For Marketing, PR & Relationship Building
- Learn Social Media Psychology And The Power Of Engagement
- Use Tips and Tricks To Stop Broadcasting And Start Conversations
- Build Relationships That Increase Sales!

Learners will learn about marketing in a Plain English no-jargon easy to implement way. Learners will receive a handout at the end of the session to complete for their own Audience Profiling and a Social Media tip sheet.

### Who should attend?

- Marketing personnel who need time to refocus on the plan and/or who are finding social media hard to crack.
- Business owners or directors wanting to move beyond mission and vision statements who are ready to build a marketing strategy that's in line with their business plan.
- **This course is limited to 8 delegates due to the practical time required during the day.**