

Marketing is about getting your business known and building your position within the marketplace. It is an essential element for every business. No matter what the product or service is, the business will benefit with a better understanding of marketing. This course will introduce you to the various types of marketing and how to choose the right methods for success. You will also learn how to develop your marketing message, create a marketing plan, apply the right strategies to improve sales, develop your company's image, and build your bottom line.

COURSE CONTENT

Session 1: Course Overview

- Learning Objectives

Session 2: Defining Marketing

- Defining Marketing in the Small Business Context
- Understanding Customer Needs
- Defining Your Product or Service
- Glossary of Terms
- Standing Out From the Crowd

Session 3: Mission Statements

- Mission Statement
- A Personal Mission Statement

Session 4: Doing Market Research

- The Ten Questions
- The Cyclical Nature of Business

Session 5: Elements of a Successful Marketing Message

- Your USP
- Building the Relationship
- Influence and Persuasion
- Testing and Revising

Session 6: The Marketing Cycle in Small Business

- Marketing Essentials
- Stage One: Consumer and Market Analysis
- Stage Two: Analyzing the Competition and Yourself
- Stage Three: Analyzing Distribution Channels

- Stage Four: Creating a Marketing Plan
- The Extended Marketing Mix
- Bringing it all Together

Session 7: Identifying Marketing Strategies

- Key Marketing Strategies for Small Businesses
- Getting the Most Bang for Your Buck
- Top Ten Strategies for Success
- A Simple Marketing Plan for Small Budgets

Session 8: Implementing the Plan

- What is a Marketing Budget?
- Four Rules for Establishing Your Budget
- Managing Your Budget
- Stage Five: Implementing and Evaluating
- Stage Six: Reviewing and Revising

Session 9: Common Marketing Types

- Direct Marketing
- Active Marketing
- Incoming Marketing
- Outgoing Marketing
- Guerrilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing

Session 10: Communicating the Right Way

- The Marketing Pitch
- Sell Value, Not the Price
- Fun and Entertaining is Powerful
- Choosing the Right Media
- Customer Communications

Session 11: Marketing Goals

- Brand Switching
- Repeat Purchases
- Brand Loyalty
- Inform and Educate

Session 12: The Marketing Funnel

- Awareness
- Interest
- Desire
- Action

Session 13: Increasing Business

- The Basic Formulas

Session 14: Saying No to New Business

Session 15: Advertising Myths

Session 16: Marketing Mistakes

- Not Taking Social Media Seriously
- Not Having a USP
- Not Building a Relationship
- Not Having a Plan
- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers

Session 17: Networking Tips

- The Right Approach
- Networking Tips to Consider