

MARKETING YOUR BUSINESS

How to get it right, first time



An effective marketing strategy should boost your brand, capture customers, keep them coming back, and ultimately save you time and money.

Find out why just a website and a Facebook page is not going to cut it at this back-to-basics workshop that will show you how to develop a marketing action plan to keep your effort and resources focused in the right areas.

Marketing is a vital tool to establish your brand and build a loyal customer base. Without it, your customers will struggle to find you or even know what your business does.

Find out what it takes to make your business stand out from the crowd at this interactive two-hour workshop that will show you how to build your own marketing strategy from the ground up.

Let your next steps be guided by an experienced marketing professional with real-life know-how and lots of insight to share that will show you how to get it right, first time and make the most out of your marketing spend.

Learn how to set marketing goals that work, get to know your customers better, clarify your Unique Selling Proposition and choose the right marketing activities to match your business. Then learn how to measure the success of your activities so you can make sure you're achieving your goals.

DATE: 27 May 2019

TIME: 5.30 – 8.30pm

VENUE: Bairnsdale Library, 22 Service Street Bairnsdale. A light supper will be provided

COST: \$20

REGISTER [HERE](#):

Spanning market research, online, social media and customer service, this workshop will arm you with practical tools and templates, expert tips and advice, and a head start on where to access the right support in future.

Fast track your next steps to marketing success at this Small Business Victoria workshop, one of many that have helped businesses in Victoria get started for over 10 years.

Learn how to:

- Set marketing goals that work
- Choose the right activities for your business
- Use market research and maximise customer service
- Make the most of marketing processes and systems
- Develop an effective marketing action plan
- Attract and keep customers coming back
- Get your business noticed
- Maximise social media