

Marketing Training Course

How To Successfully Market Your Business Marketing Strategies & Techniques for the SME

Summary

A training course designed for the business owner or manager to understand the foundations needed to market their business and how to develop effective marketing solutions and avoid common mistakes.

The course will provide participants with a detailed understanding of the essential ingredients needed to successfully market their business to win more customers and maximise sales & profits.

Furthermore we will explore the different types of marketing and media strategies available and how to use each of them effectively.

Maximum of 12 participants per course.

Who Would Benefit?

A business owner or manager in any sector will take value from this day course - whether a sole trader, SME or a person with business development responsibility in their organisation. The course content is universal and can be applied to any business - services, retail, manufacturers, trades, professional services, technology, health, leisure etc.

Anyone considering starting a new business will gain valuable knowledge to market their business successfully.

Course Material & Content

All participants will receive a course folder containing course notes and material to provide practical solutions to developing their own marketing material post-course.

Material will include a number of workbooks to assist participants with the development of key marketing strategies:

- Identifying target markets
- Developing your point of Uniqueness
- Developing a Value Proposition
- Developing successful marketing material

The following additional material will also be included:

- Report: Inside The Buyers Mind (understanding buyer behaviour and how your marketing needs to address this)
- Marketing Assessment Sheet – how to score the effectiveness of your marketing material and help to develop stronger marketing material
- Marketing Action Plan to be completed by the participants

The course will be run in conjunction with comprehensive notes & material. Worked examples will be used where relevant together with discussion about specific marketing issues.

09.30 – 09.35	Introduction
09.35 – 10.00	What is Marketing & how to avoid common mistakes
10.00 – 10.15	A simple "mind set" to increase sales & profits
10.15 – 10.45	Buyer Behaviour & how your marketing needs to address it
10.45 – 11.00	Break
11.00 – 12.00	Essential foundations for successful marketing
12.00 – 12.30	The importance of relationships with customers/prospects & how to do it
12.30 – 13.15	Lunch
13.15 – 14.30	The essential ingredients for marketing material
14.30 – 15.00	Low Cost & No Cost Marketing strategies to deploy in your business
	Break
15.00 – 15.45	Review different types of Media, when & how to use them
15.45 – 16.00	Developing a marketing Action Plan
16.00 – 16.30	Open Discussion & Close

Duration: 1 Full Day – Lunch & refreshments included

Participants will also receive a 90 minute 1-2-1 session with a Marketing Consultant 2-4 weeks after course completion.

Cost: The course is available at €125 per attendee. Payable at time of booking.



Below are some of the comments from recent course attendees:

Clear, concise and very informative presentation – Yvonne Brady, Brady Hughes Consulting, Drogheda

Highly Recommended – Fiona Feeney-Martin, Q3D Interior Architects Ltd

Very well presented information & an all-round excellent course – Bernard Burke, SpinTech, Navan

All of the training is very good but especially your personal experiences. You have added to my confidence and motivated me big time. – Julie McNeela

I found the course excellent – Lily Sexton, Healing Hands Massage

It was all valuable and gave much information that I had never considered before – Eugene Lane, Photographer

Thank you for explaining everything in a very easy and enjoyable way – Fiona McGrath

The simple tables to analyse my competitors and develop my target markets was very valuable – David Campbell, Alora Consultants, Dundalk

The slippery slope, essential ingredients for marketing material and a marketing action plan were extremely good – Ray Walsh, Boyne Automation, Drogheda

Enjoyed the day and got a lot of information which I will find useful – Susan Donegan, Merchamp Opt, Dundalk

Directions to LCEB Office in Dundalk: Click on the link below or paste into your browser for directions to the Louth County Enterprise offices:

<http://maps.google.com/maps/ms?msa=0&msid=101008846660924641594.00047b4f1016419d7c7ad&hl=en&ie=UTF8&ll=54.004969,-6.387262&spn=0.010593,0.027423&z=15>

From the South:

Take the old By-pass road heading North, past the Crowne Plaza hotel on the left.

Go straight across 2 roundabouts.

Go through next set of traffic lights and past the large Council Offices on your left.

At the next set of traffic lights turn left (into a one-way system)

After approx 100 yards you come to a cross roads – turn right

After approx 75 yards turn left into Mill Street

After 20 yards turn right through the gates into Quayside Business Park

The LCEB offices are at the far left of the large modern building in front of you. The entrance is through the last door visible from the car park, at the left hand end of the building. The LCEB offices are on the 2nd floor.

From the North:

Take the old By-pass road heading South, passing the Dog Track on the left.

Go through the first set of traffic lights and straight afterwards turn right at the 2nd set of traffic lights.

You are now in a one-way system

After approx 100 yards you come to a cross roads – turn right

After approx 75 yards turn left into Mill Street

After 20 yards turn right through the gates into Quayside Business Park

The LCEB offices are at the far left of the large modern building in front of you. The entrance is through the last door visible from the car park, at the left hand end of the building. The LCEB offices are on the 2nd floor.