

Marketing Strategy Training

■ Description

A workshop with plenty of hands-on experience and exercises to help you:

- Understand your market place
- Plan your marketing strategy
- Decide which market tools to use
- Consider various media channels

■ Aims

This course is aimed at equipping you with the skills you need to devise an integrated marketing strategy, with all aspects of marketing complementing each other. It will give you a thorough understanding of what is involved in marketing your organisation, from planning through to implementation, using the latest tools and techniques. You will have the opportunity to think through some of your own ideas, and have a clear picture of how these ideas can be used to drive the results that are required to support your organisation's own business plan.

■ Course Programme

MORNING

Understanding your market place

- Audience
- Competitors
- Key messages
- The 4 Ps of marketing
- Resources

Planning your strategy

- Analysis
- Objectives
- Strategy
- Measurement & evaluation
- Costs

AFTERNOON

Marketing tools

- PR
- Advertising (newspapers, magazines, online, advertorials)
- Events
- Brochures & literature
- Directories
- Tone of voice, personality, branding

Digital channels

- Website – how to make it work harder
- Video & audio
- SEO

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