

## Marketing Basics Workshop

### Course Duration 1 Day

Marketing is an essential element for every business. It can be that one missing piece of the puzzle, and when it fits the big picture is revealed. Your participants will be given an introduction to marketing and its benefits. If you are not marketing your business you will not grow, and if you do not grow you will not succeed.

Marketing Basics will provide the basic knowledge to your participants, and give them the ability to build and grow your business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing decisions. No matter what your product or service is, your business will benefit with a better understanding of marketing.

### Course Objectives

At the end of the course participants will be able to:

- Define your market.
- Know the different types of marketing and ways to use them.
- Learn effective ways of communicating with the customer.
- Know how to set marketing goals and strategies.
- Recognize common marketing mistakes and know how to avoid them.

### Course Outline

<b>What is Marketing?</b> What is a Market? Marketing is Not Selling Understanding Customer Needs Defining Your Product Service	Promotion Place	<b>The Marketing Funnel</b> Awareness Interest Desire Action
<b>Common Marketing Types (I)</b> Direct Marketing Active Marketing Incoming Marketing Outgoing Marketing	<b>Communicating the Right Way</b> The Marketing Pitch Sell Value, Not the Price Fun and Entertaining is Powerful Choosing the Right Media	<b>Marketing Mistakes (I)</b> Not Taking Social Media Seriously Not Having a USP Cross Cultural and International Translations
<b>Common Marketing Types (II)</b> Guerrilla Marketing B2B Marketing B2C Marketing Promotional Marketing	<b>Customer Communications</b> Give Your Customers a Voice It's Not About You, It's About Them Every Interaction Counts Answer Questions Honestly	<b>Marketing Mistakes (II)</b> Not Having a Plan Aiming at Everyone Not Tracking Metrics Not Listening to Your Customers
<b>The Marketing Mix</b> Product Price	<b>Marketing Goals</b> Brand Switching Repeat Purchases Brand Loyalty Inform and Educate	