



MELBOURNE
PR & MARKETING
distinctive brand presence

2-day Marketing Plan

A hands-on workshop for small business

- Sick of hit-and-miss marketing efforts?
- Want to get clear on your marketing message?
- Want to attract and convert more leads?

In this two-day, hands-on course, you'll be guided to develop a tailored marketing plan for your business



- ✓ Discover your *true* point of difference and stand apart from competitors
- ✓ Craft an irresistible value proposition that attracts your ideal client
- ✓ Deliver powerful marketing messages to convey your story
- ✓ Identify the right mediums to reach your target audiences
- ✓ Learn how to build a positive public profile for your business
- ✓ Devise a tactical action plan to achieve your marketing goals
- ✓ and much more!

At venues across Victoria

Strictly limited places.

Find out about upcoming events:

Infoline: **1800 677 600**

Web: **www.mprmg.com.au/events**

Delivered by PR & marketing specialist, Ros Weadman FPRIA, MD, Melbourne PR & Marketing

Comprehensive workbook and templates for all attendees.

2-day Marketing Plan Program

Get off the “hit-and-miss marketing merry-go-round” and optimise your return on investment by creating a strategic marketing plan you can implement with confidence.

- 1 **Mission control**
 - Discover the four key areas critical to the success of your marketing plan, establish the communication pillars of your brand, and set your marketing goals and key performance indicators.
- 2 **Market dynamics**
 - Analyse your industry and understand how you compare with competitors.
- 3 **Market targets**
 - Segment your customers and profile your ideal customer - the one for which you are a perfect match.
- 4 **Magical mix**
 - Use the Ps of the marketing mix to create a product ecosystem that makes money for you while you sleep.
- 5 **Moving messages**
 - Craft a compelling value proposition and positioning statements, and tell your story with powerful marketing messages
- 6 **Meaningful mediums**
 - Choose the right print, online, social and face-to-face mediums to deliver your message to the market.
- 7 **Masterful manoeuvres**
 - Map out an action plan of priority tactics to achieve your marketing goals.

What previous course participants are saying...

Ros's passion is infectious. She turns traditional marketing on its head and provides all the tools for success based on her unique marketing code. With Ros's support, I was able to create an effective marketing plan that really works.
Caroline Ward, Ki Creative

I now know what I stand for and how I differentiate myself from my competitors which makes it easy to know which messages to send out to attract my ideal clientele. Thank you Ros, for such an enjoyable course; I would recommend it to anyone who owns their own business.
Felicity O'Meara, Vikara Body Transformations

Attending Ros's 48-Hour Marketing Plan course was one of the best marketing investments I made this year. A small, hand-selected Ros's signature approach made us all think laterally and deeply, identifying missed marketing opportunities, and clearly defined novel approaches to take advantage of those avenues. I'd recommend this workshop to every micro to medium business owner who's frustrated with their marketing results and wants to have clear plan of action.
Arek Rainczuk, Five Castle Portraits

Head Trainer, Ros Weadman FPRIA



Ros Weadman FPRIA is a leading authority on brand visibility, communication and reputation.

A national and state award-winning marketing and public relations professional with over 30 years' experience in the industry, Ros draws on her specialist knowledge and expertise to design and deliver tailored consulting services, training and coaching programs for business.

Ros has extensive experience in developing strategic marketing plans, branding strategies and PR campaigns.

A professional writer, Ros is the author of *BRANDcode*[®], a practical marketing guide for business owners. She has also written thousands of online and offline marketing

resources, media releases and speeches, including for the Premier of Victoria.

Ros has exceptional experience in media and issues management. She has provided high-level communications and media advice to executives and political leaders, and has led crisis communications teams responding to some of Australia's highest profile incidents and issues, including the Cranbourne Methane Gas crisis (2008), Black Saturday fires (2009), Springvale Salmonella outbreak (1997) and Victorian Gas crisis (1998).

Since establishing Melbourne PR & Marketing in 2011, Ros has delivered strategic communications advice and plans, advocacy, project management, copywriting, training, coaching and other consulting services to small and medium-sized businesses as well as government organisations.

Ros is tertiary qualified in professional communication, business management, psychology and secondary education, is accredited with the International Association for Public Participation and is an accredited consultant / trainer of Extended DISC diagnostic tool.

Ros is a Fellow of the Public Relations Institute of Australia.

Contact us today to discuss your individual training and coaching needs.

Find out more about our **2-day Marketing Plan** workshops:

1800 677 600
www.mprmg.com.au