

48-hour marketing plan

2 & 9 December 2016, 9.30am – 4.30pm



- Feeling stuck with your marketing?
- Sick of adhoc marketing efforts?
- Looking for a more strategic way to get quality leads?

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

- ✓ **Get clear on your marketing message**
- ✓ **Attract more qualified leads**
- ✓ **Increase your public profile**
- ✓ **Use the right mediums to reach your target audiences**
- ✓ **Invest your marketing dollars wisely!**

\$997
inc GST

Limited places

Venue: Telstra Business Centre, 12 Overland Drive, Fountain Gate VIC 3805

Includes course materials, lunch and refreshments both days.

Money back guarantee!

If, by morning tea you feel this training is not for you, we'll refund your entire investment (excluding course materials).

Reserve your seat now!

Bookings and infoline: 0409 969 785

Website: <http://www.mprmg.com.au/events/>


**MELBOURNE
PR & MARKETING**
distinctive brand leadership

48-hour marketing plan program

Develop a marketing plan to transform your brand from vanilla to vavavoom, increase your profile from ambiguity to visibility and move your customers from liking to loving.

1 Mission control

- Discover the four key areas critical to the success of your marketing plan and establish the foundation pillars to guide your strategic brand direction.

2 Market dynamics

- Understand your competitors, segment your customers and profile your ideal customer – the one for which you are a perfect match every time.

3 Magical mix

- Use 5Ps of the marketing mix – positioning, product, price, placement and promotion to leverage your distinguishing qualities in the market place.

4 Magnetic messages

- Craft the perfect value proposition and positioning statements to cut through clutter and confusion.

5 Marketing manoeuvres

- Map out the right combination of online, social, print and face-to-face mediums to deliver your message to the right audiences at the right time.

‘Due to the marketing activities that I am doing I am getting more leads than I ever anticipated.’

Andrea Jenkins – Principal Adviser, Jenbury Financial

‘We have used Melbourne PR & Marketing a number of times and each time the service has been excellent with positive outcomes.’

Barbara Konstas, Melbourne Seafood Centre

‘Ros was a breath of fresh air... She brought our messages to life in a genuine and engaging way. Ros was helpful, insightful and creative. Our launch was significantly better for having her drive it.’

Conrad Harvey, Managing Director, One On Us



Delivered by Ros Weadman, Managing Director of Melbourne PR & Marketing and author of *BRANDcode*®. Ros is an award-winning marketing and public relations expert with more than 30 years industry experience.