

Creative Approaches to Marketing and Sales For Small Business Owners

A small marketing budget doesn't mean you can't meet your goals and business objectives – you just have to be more creative in your marketing tactics. This workshop will show you how to get maximum exposure at minimum cost. Learn effective, low-cost, and non-cost strategies to improve sales, develop your company's image, and build your bottom line.

Workshop Benefits:

- Recognize what we mean by the term “marketing”
- Discover how to use low-cost publicity to get your name known
- Know how to develop a marketing plan and a marketing campaign
- Use your time rather than your money to market your company effectively
- Develop a budget for your marketing activities, based on the amount of dollars you have available, and stick to your budget
- Identify strategies for finding and keeping customers

What Will Be Discussed?

- ✓ Defining Marketing
- ✓ Recognizing Trends
- ✓ Market Research
- ✓ Strategies for Success
 - Top Ten Strategies
 - Identifying Opportunities, Part I
 - Identifying Opportunities, Part II
- ✓ Your Own Marketing Strategies
- ✓ Brochures
- ✓ Trade Shows
 - Why Attend a Trade Show?
 - Preparing for a Trade Show
- ✓ Developing a Marketing Plan
 - The Four P's
 - SWOT Analysis
 - A Simple Marketing Plan for Small Budgets
- ✓ Increasing Business
- ✓ Saying No to New Business
- ✓ Advertising
- ✓ Networking

