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15, 20, 30, 50, 100 ...Marketing Tips - varies

The number of Tips depends on the time you have for example 20 tips is a 3 hour session.

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Participant's profile:

- Entrepreneurs or new business owners
- Small business owners or managers
- Managers of non-profit organizations

Learning Objectives:

- Quick to learn - quick to do. This session is designed to provide common sense and cost-effective marketing tips that can be implemented immediately. These tips workshops are adapted to a variety of sectors: Entrepreneurs, Small Business, and Tourism.

Participant's Value Received:

- Although it is hard for **Marketing Gurus** to accept, Marketing is not rocket science! But it can be confusing, frustrating and create "head in the sand" syndrome (let's stick our head in the sand and ignore marketing because we are just too frustrated) for many small businesses and organizations. These tips will help make sense out of Marketing and how you can implement them into your small business. These work! And you don't have to be a Marketing Guru to understand them!
- Our marketing tips (5, 10, 20, 25, 30, 50 or 100) are our most popular sessions and were developed from requests after people called our office to hear our "Marketing Tip of the Day". After each session, all participants are provided with our wowcommunications.com website and the link to our "Free Daily Marketing Tips" section. These tips are updated weekly.

Outline:

The Tips are presented in a Tip # 1, Tip # 2 format. Here are three examples from our Tip list? (In no particular order)

- #1. The average consumer is bombarded with more than 3,000 messages every day, of which they remember between 70 - 80. Therefore, developing one key message that you need your customers to know about your business is essential. Most businesses try to send out too much information and end up confusing the customer. In southern Alberta, people need to be exposed to the same message 5 - 9 times before they actually begin to understand it. In Calgary and Edmonton, its 12 - 15 times. Pick one key message and say it over and over and over and over and over ... again!
- #2. 80% of purchase decisions are based on emotion. What emotion does your marketing evoke in your target audience? People buy solutions to problems - that's emotion. People don't buy products or services - that's boring. List 5 problems your customers have that your product or service can fix.

"Thanks Lynda. I enjoyed how you use storytelling to reinforce your point, not only were they funny they were inspiring. Your session was very upbeat and motivational. I now have some common sense marketing tips to implement right away."

- Laurie Rezanoff, Calgary

