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Hey WOW - Toss me a LIFE PRESERVER — 3 hours.

A workshop designed to help you survive the turbulent waters of Marketing

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Participant's profile:

- Entrepreneurs, Business owners, Mid management, Non-Profit managers, individuals who want to market themselves.

Learning Objectives:

- Developing a Marketing Plan is one of the best things you can do for your business. It eliminates "Shot-gun" marketing, which is placing a variety of ads, in a variety of media but not knowing if any of them are working....that is expensive and often not the best way to get your message out.

Participant's Value Received:

- It's easy to become adrift in the world of Marketing. We are often out there alone in our little boat with no life jacket, compass or navigation map.
- Well you can read a book about Marketing and it will tell you how to develop a Marketing Plan, but let's face it - books are written trying to reach as diverse an audience as possible. This session will steer you through the key areas of a Marketing Plan, but you'll have the facilitator there to help you personalize this plan. Expect to work as this session has lots of exercises.

Outline:

1. How riding a bike is like developing a marketing plan.
2. Where do you start?
3. First we need to understand what Marketing is and what it is not.
4. Who are you talking to – everyone or your potential customers?
5. Developing your theme or core message.
6. How networking, public relations and advertising budgeting are all **PART** of Marketing.
7. The end result - Your Marketing Plan.
8. Summary
9. Resources: Books & Web



"Your session was excellent. The pictures you used were inspiring and made the content memorable. I especially liked the visual you used for the target market exercise. It will stay in my mind every time I think of defining my customers."

- Andree Iffrig, Limegrass Productions Ltd., Calgary