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Plotting you Marketing Course — 3 hours.

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Participant's profile:

- Entrepreneurs, Business owners, Mid management, Non-Profit managers

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.

Participant's Value Received:

- 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. Answering the most important question your customers will ask you.
4. What are your customers buying?
5. Defining your customer.
6. How much will this cost me?
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