

# FACT SHEET

## *Marketing Workshop and Action Plan*

### **Who is this for?**

Business owners, small companies, new companies and small not for profit organisations.

### **What is involved?**

We will work with you one-on-one for half a day to establish your marketing goals, map out the best use of your time and budget, plan your future marketing activities and teach you clear, practical and effective marketing actions that you can conduct to promote your business and increase your market share.

The workshop and action plan will give you at least 12 months of marketing actions that you can implement yourself.

During the session we will write up an action plan which we will give to you at the end of the workshop to keep you on track (or we can write up the action plan for you after the workshop). The workshop and action plan are tailored to meet your individual needs.

### **What will I get out of it?**

Clients thoroughly enjoy the tailored and focused attention of the workshop. You will cover everything you need to know about marketing your business, you will know what to do next, you will avoid wasting time and energy heading in the wrong direction and you will feel clear, motivated and confident.

You will have a marketing action plan that you can take away with you to follow and keep your future marketing on track.

### **What skills / knowledge do I need?**

You need to have a basic understanding of general business principles and a working knowledge of your own business.

### **Where is the workshop held?**

The four-hour workshop is conducted at Market Savvy's offices at Bulimba or at your office within 20kms of the Brisbane CBD. Travel outside this area will incur additional charges.

## What is provided?

We will provide you with a workshop workbook for up to four people from your company so that you can take notes throughout the session. We will also provide morning or afternoon tea.

## How do I get started?

Please contact Megan Walker for more information and to discuss your marketing needs on 07 3899 8335 or via [megan@marketsavvy.com.au](mailto:megan@marketsavvy.com.au) .

I look forward to speaking with you soon.

*Megan*

***Client feedback:***

"Market Savvy provided our business with a cost-effective way to develop a professional marketing plan (via the workshop and action plan). We are implementing the plan every day and as a result our business has continued to grow."

*Mr Chris Edwards, Director, **Wok On Catering.***