



► Marketing Mastery

Develop your Strategic Marketing Plan in just one day.

Marketing can be very expensive and so every business needs a smart Strategic Marketing Plan that will increase sales and the value of the business. Marketing Mastery is a practical, hands-on workshop during which you will develop and document your own winning Strategic Marketing Plan.

When you attend Marketing Mastery you will learn the difference between marketing strategies and tactics and develop a plan to ensure you don't waste those valuable marketing dollars and opportunities. Beginning with the end in mind we will first identify which competitive strategy is right for your business and your sales growth objectives.

Once we have a clear picture of what you need to achieve we examine the characteristics of all the available marketing activities so that we can establish which ones would be the most effective for your business. Join us on this one-day workshop and become a "master-marketer", working smarter not harder, whilst ensuring you get the best return on your marketing investment.

“*Fantastic and very informative. It has given me the tools to enable me to produce a plan.*”

Linda Nicolas, Numerus Business Services

You will learn:

- The 7 steps involved in developing a Strategic Marketing Plan
- The difference between marketing strategies and tactics
- Four different business growth strategies and how to apply them
- How to beat the competition and develop a killer competitive strategy
- The secrets to getting the most bang for your marketing buck
- The difference between how various marketing activities work and how to choose which ones are right for your business
- How to develop your marketing calendar

This is a hands-on, practical workshop. You will receive comprehensive workshop materials including a detailed workbook and tools that you can immediately implement into your business.

Your Presenter

This workshop will be delivered by Anthea Moffat from Business Fusion. She has in excess of 18 year's business and financial management experience and has helped many business owners develop more profitable and rewarding businesses. Renowned for her down-to-earth style and passionate delivery, Anthea will ensure that you leave the workshop with the skills, knowledge and tools you need.

Workshop Details

For the date and location visit:

www.businessfusion.com.au
or call us on (08) 9307 9383

Investment:

\$495.00 per person
Discounts for Business Masters Club members

► Training to Ignite Passion

► Coaching to Enhance Performance

► Consulting to Increase Profits

Creating Passion, Performance & Profits

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