



► Marketing Mastery II

Master the art of effective marketing.

Every business owner needs to execute a consistent and effective marketing strategy to increase both sales and business value. However it can be very overwhelming to know where to begin, what activities to undertake and how to get the most bang for your marketing-dollar.

As business owners we can sometimes find ourselves just responding to whatever marketing opportunities come our way rather than implementing a specific plan. During this one-day, hands-on workshop we will get into the nitty gritty of how to take charge of your marketing as we develop a comprehensive marketing plan for your business.

We will teach you the skills and tools you need to master marketing tactics such as advertising, direct mail, copywriting, branding, web strategies, affiliate marketing and loyalty programs. Together we will develop a plan that will give you the greatest return for your marketing dollars. You will learn the detailed marketing tools you need to take your business to the next level.

“If you're attacking your market from multiple positions and your competition isn't, you have all the advantage and it will show up in your increased success and income.”
Jay Abraham

You will learn:

- How to develop a powerful brand that will increase the value of your business
- How to create and communicate a compelling marketing proposition
- The importance of advertising and how to structure your advertising campaign
- The secret to great copywriting and the 3 things you must include
- How to accelerate sales growth using affiliate marketing techniques
- Online marketing techniques and how to create and implement a winning web strategy

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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