



Marketing Basics

Improving ones writing, sales and advertising skills can be achieved by all members of the team through gaining marketing knowledge. Our course provides a hands-on experience, with insights from our trainers covering marketing techniques such as creating captivating newspaper advertisements delivering 5-minute pitches and using persuasive language. The main objective of this course is to empower participants with the ability to effectively market their roles and products.

Course Overview;

The workshop begins with a session where participants get to know each other and set their individual learning goals.

By the end of the course participants will be equipped to;

- Understand the core concepts of marketing.
- Develop communication skills when dealing with customers.
- Establish rapport with their customer base.
- Enhance their marketing strategies.
- Avoid pitfalls in marketing.

What is Marketing?

This session introduces participants to the concept of marketing. Explains the difference between marketing and selling. Participants will gain a foundation, in marketing principles.

Marketing Strategies

Participants will explore types of marketing strategies that aim at achieving positive sales outcomes.

The Marketing Mix

In this session participants will delve into factors that significantly influence customer persuasion and improve sales.

Communication

In this session we will delve into the significance of building connections, with consumers as a crucial element of successful marketing.

Engaging with Customers

This part of the workshop focuses on treating customers with respect while understanding and fulfilling their rights and needs.

Marketing Objectives

During this module participants will gain knowledge about marketing goals, including brand switching, repeat purchases fostering brand loyalty and the role of providing information and education to customers.

Understanding the Marketing Funnel

In this session we will explore the stages of the marketing funnel. Raising awareness generating interest creating desire and encouraging action.

Avoiding Marketing Pitfalls

Participants will acquire insights into factors that often contribute to marketing mistakes and strategies to steer clear of them.

Wrapping Up the Workshop

As we reach the end of this course participants are encouraged to ask questions and develop an action plan, for applying their knowledge in their respective roles.

Visit <https://paramountraining.com.au> for more information or call 1300 810 725