



Marketing and Sales

Even if you have a marketing budget there are still ways to achieve your goals and business objectives. You just need to think when it comes to your marketing tactics. In today's world there are techniques, for marketing and growth hacking that can help you reach an audience and make your message go viral.

In this training session we will demonstrate how you can gain exposure with costs. You will learn strategies that're low cost or even free to enhance sales improve your company's image and boost your bottom line.

Overview of the Course

The first part of the day will be spent getting acquainted with the participants and discussing what will be covered in the workshop. Students will also have an opportunity to identify their learning objectives.

During this training session we aim to help you understand;

- The concept of "marketing" and what it entails.
- How to utilize low-cost publicity methods to increase brand awareness.
- The process of developing a marketing plan and executing a marketing campaign.
- Ways in which time can be utilized effectively of relying solely on financial resources, for marketing purposes.
- How to conduct a SWOT analysis.

Reviewing the Pre-Assignment

To begin participants will form groups. Review their pre assigned tasks together.

Defining Marketing

Moving we will delve into the concept of marketing and other essential terms.

Recognizing Trends

In this segment we will focus on distinguishing between trends and passing fads.

Market Research

Participants will gain insight into primary and secondary research methods understanding the advantages and disadvantages of both approaches.

Strategies, for Success

Following that we will explore a range of 90 marketing strategies. Participants will assess their practices and brainstorm ways to enhance their marketing efforts.

Mission Statements

The first part of the workshop will conclude with a discussion on creating mission statements.

Brochures

During this session participants will evaluate brochures. Develop guidelines to apply in their workplace.

Trade Shows

Working in groups participants will collaborate to create a checklist covering pre show during show and post-show activities at trade shows.

Developing a Marketing Plan

Up is an exploration of the six Ps of a marketing plan. We'll also delve into conducting SWOT analysis and uncover strategies for marketing on budgets.

Increasing Business

This segment aims to share a proven formula, for boosting sales figures.

Saying No to New Business

Participants will have the opportunity to read an article discussing situations where it may be necessary to decline business from customers.

Advertising Misconceptions

Following that attendees will delve into a few misconceptions surrounding advertising.

Tips for Building Professional Connections

To conclude the day participants will be enlightened on the elements of networking.

Concluding the Workshop

Towards the end of the session students will have a chance to inquire about any queries they may have and complete an action plan.

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