

Marketing Basics

Marketing is an essential element for every business. It can be that one missing piece of the puzzle, and when it fits the big picture is revealed. Your participants will be given an introduction to marketing and its benefits. If you are not marketing your business you will not grow, and if you do not grow you will not succeed.

Marketing Basics will provide the basic knowledge to your participants, and give them the ability to build and grow your business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing decisions. No matter what your product or service is, your business will benefit with a better understanding of marketing.



Course Outline:

Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives
- Pre-Assignment
- Action Plans

Module Two: What is Marketing?

- What is a Market?
- Marketing is Not Selling
- Understanding Customer Needs
- Defining Your Product or Service
- Case Study
- Module Two: Review Questions

Module Three: Common Marketing Types (I)

- Direct Marketing
- Active Marketing
- Incoming Marketing
- Outgoing Marketing
- Case Study
- Module Three: Review Questions

Module Four: Common Marketing Types (II)

- Guerilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing
- Case Study
- Module Four: Review Questions

Module Five: The Marketing Mix

- Product
- Price
- Promotion
- Place
- Case Study
- Module Five: Review Questions

Module Six: Communicating the Right Way

- The Marketing Pitch
- Sell Value Not Price
- Fun and Entertaining is Powerful
- Choosing the Right Media
- Case Study
- Module Six: Review Questions

Module Seven: Customer Communications

- Give Your Customers a Voice
- It's Not About You, It's About Them
- Every Interaction Counts
- Answer Questions Honestly
- Case Study
- Module Seven: Review Questions

Module Eight: Marketing Goals

- Brand Switching
- Repeat Purchases
- Brand Loyalty
- Inform and Educate
- Case Study
- Module Eight: Review Questions

Module Nine: The Marketing Funnel

- Awareness
- Interest
- Desire
- Action
- Case Study
- Module Nine: Review Questions

Module Ten: Marketing Mistakes (I)

- Not Taking Social Media Seriously
- Not Having a USP
- Cross Cultural and International Translations
- Not Building a Relationship
- Case Study
- Module Ten: Review Questions

Module Eleven: Marketing Mistakes (II)

- Not Having a Plan
- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations