



Workshops

Workshop 1 **Marketing and Promotion**

Purpose:

Marketing plays a crucial role in the success of any business. It helps in the development, production and selling, but it also helps in guiding the business toward its strategic goals. As in the beginning of starting a business, planning is crucial when determining how you are going to market your business. The process of planning is not that unlike what you accomplished when completing your business planning process. This session will help to provide knowledge of what is involved in marketing your business as well as provide you with tools that you can use and adapt to your business needs.

Learning Objectives:

- To gain an understanding of what “marketing” actually means
- Know the purpose of planning and how to create a marketing plan
- Develop a timeline and budget to effectively market your business
- Identify strategies for finding and keeping customers
- The importance of the identification of goals, objectives, vision, mission, value proposition and marketing message
- Make yourself stand out
- Preparation with appropriate marketing tools and ideas
- Trends in marketing
- Overview of common mistakes

Topics

- Marketing Smart – on a shoestring budget
- Promotion – promote your product to get the highest return for your money
- Sales – an introduction to the importance of sales in your organization
- Networking – the importance and benefits
- Marketing Strategy