



## Effective Marketing - An Intensive Business Workshop

*Effective marketing is essential to any business, yet it's one many companies struggle with.*

Our 3/4 day workshop can help you answer some of the most pressing business questions:

- **Are you targeting the right customers?**
- **Which are the most profitable?**
- **Which channels are the most cost-effective?**
- **Could marketing and sales work more effectively? Are opportunities being missed?**

During this interactive workshop, we will guide you through the key steps needed to make marketing a success for you.

The result? A clear sense of business direction and how marketing can help you achieve your objectives.

During the workshop there is a mixture of group work, supported by workshop notes and hand outs.

Questions are welcome and encouraged at any time throughout the workshop.

### KEY ELEMENTS COVERED:

- Setting your strategy and clear objectives
- What is your brand and why is it different?
- What messages do your customers want to hear?
- How to target profitable customers
- Using the right channels to reach your customers
- Should I be using social media for business?
- Creating a simple marketing plan
- How to make sales and marketing work effectively

**TIME:** 9.30am to 2.30pm

**VENUE:** Jelf Insurance,  
3rd Floor, 84 Albion Street,  
Leeds, West Yorkshire, LS1 1PJ.

**COST:** Single Ticket: £135  
Multiple Purchase: £115  
Charity Ticket: £115  
Charity Multiple: £100

Refreshments and a light buffet lunch are provided.

### THIS WORKSHOP IS AIMED AT:

Junior Marketing Managers, Junior Marketing Executives, Senior Managers and new business owners.

## TESTIMONIALS

"Ed introduced new ideas to us and instructed how we could adapt them to work in a bespoke way to profit our business."

**Elizabeth Hawsworth,**  
**Cutwel Limited**

"Energised, focused and fun. Ed really knows his stuff and can apply this to what you need and where you are."

**Brian Lawson,**  
**Lawson Thinking**

"Ed delivered two interactive, informative workshops. Well presented with enthusiasm and expert knowledge, delivered with creativity."

**Gemma Richardson,**  
**Deliciouslyorkshire**

"Participants highly appreciated the interactivity and in-depth knowledge on marketing and branding and were ready to implement what they'd learnt.."

**Beatrice Klose, Intergraf**

## ABOUT THE TRAINER



Edward Ryder is a Chartered Marketer with over 23 years cross-sector sales, training and marketing experience.

Edward currently heads up the team at Biskit, a marketing and creative agency based in Otley near Leeds. He works with clients on marketing plans, strategy, analysis, communications and branding. He also delivers a range of industry leading CIM qualifications to companies across the UK.

Find out more about Edward's experience on LinkedIn 

# COMMUNICATING CREATIVELY