



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 [in](#)

COMMUNICATING CREATIVELY