



WORKSHOPS

MARKETING

Date: 30th October 2018

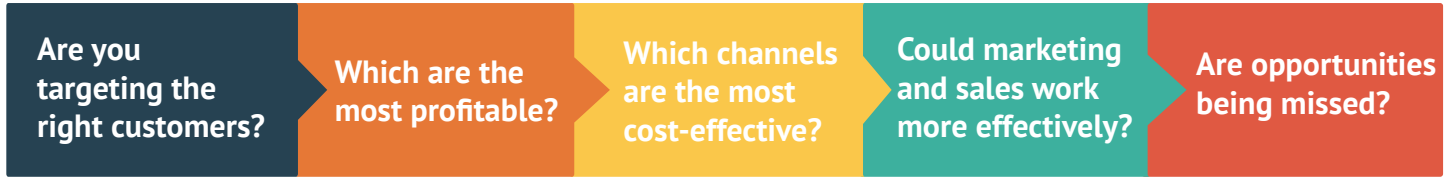
Time: 9.30am - 3.30pm

Venue: Biskit Ltd,
4 Granville Court,
Off Granville Mount,
Otley, LS21 3PB

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:



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
- ▶ Identifying measures for success

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.

Ticket Prices
 Single Ticket: £110
 Multiple Purchase: £100
 Charity Ticket: £90
 Charity Multiple: £80
 Refreshments and light buffet lunch are provided.

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

This workshop is aimed at:
 Junior Marketing Managers,
 Junior Marketing Executives,
 Senior Managers and new business owners.