

# bottom line success

## Marketing Strategies for **BREAKTHROUGH** Bottom Line Results

**Do your marketing activities actually RAISE revenue?**

**Are you sure your business is focused on the most PROFITABLE target markets?**

**Do you know your key marketing message for long term business GROWTH?**

**Do you know how to communicate it cost effectively and then measure the RESULTS?**



### **Welcome to Bottom Line Success**

This is the kind of marketing that works because it's measurable, accountable and results driven. In fact, it's a prerequisite for sustained long term business growth in the new highly competitive marketplace.

This is the kind of marketing that is so critical to your business survival that it must be driven from the top & embraced by every key stake holder in your firm.

This is the kind of marketing that the fastest growing companies in Australia are already running with.

### **New One Day Workshop**

Learn the principles of marketing success in a one day breakthrough workshop designed to deliver practical business solutions and real results. It can be conducted as in-house training on your premises for teams of 4-6 of your key stake holders or managers. It can also be tailored to suit the needs of your business.

### **Key Learning Outcomes**

- Identify your firm's optimal market position & marketing message.
- Find profitable niche markets and potential new revenue streams for your services.
- Discover practical tools to help you communicate cost effectively with your key target markets.

### **Action Plan for Your Business**

Within a week of the workshop you will receive a tailored action plan that outlines the marketing objectives and strategies to achieve your goals. You are then free to implement the plan however you wish. No strings attached. You own the plan.

### **Who Should Attend ?**

This workshop has been specifically developed to address the needs of accounting practices operating in Australia.