



Strategic Marketing

This comprehensive marketing workshop will take you through the process of developing your marketing objectives, analysing your current market position, and identifying your strengths, weaknesses, opportunities and threats as it relates to your brand, positioning, members and association. We will then discuss the most effective strategies for marketing and promotion of your association and key messages to various stakeholder groups.

We will start this process by identifying your key messages and your target markets. We will then discuss specific marketing activities which will effectively promote your messages or member services to your target audience through a number of mediums including direct marketing, relationship marketing, on-line marketing, media and general publicity. We will also provide you with the tools to monitor and measure the effectiveness of the strategies we suggest.

Drawing on theoretical knowledge, practical experience and creative thinking, we will create a tailored action plan for your marketing success.

Business Analysis

- Objectives for marketing or generating brand awareness
- Effective marketing: key messages, target audience, medium of dissemination, audience reaction, result
- SWOT analysis

Marketing Strategies

- Brand
- Positioning
- Marketing materials
- Website
- Publications
- Direct marketing
- Networking
- Seminars and events
- Media
- PR and promotion

Workshop Outcomes

- Tailored action plan for 12 month period
- Marketing activities planned for the next 12 months
- Methods of engaging and affecting target audiences outlined
- Required action, reaction and result outlined
- Development of your brand as a reflection of your vision, values and services
- Strategies for generating brand awareness outlined
- Tools for ongoing monitoring and measurement

Conducted:	On your premises
Attendees:	Up to 12 staff and managers
Time:	7 hours
Investment:	\$5,000 + GST
Contact:	02 9299 5869 contact@profilepublicrelations.com.au