

MARKETING PLAN

BUSINESS FUNDAMENTALS MASTERCLASS

Start or grow your business

<https://bit.ly/37q4kzl>

Create an Effective Marketing Plan - Bowral

When: 9.00am – 12.30pm on Tuesday 24 March 2020

Where: Henrietta Rose Room (rear Old Town Hall), 16-24 Bendooley Street, BOWRAL, NSW 2576



Are you new to business and still working out how to identify and attract customers - not just any customers, but the right ones?

Marketing, Marketing, Marketing...

It all comes down to your understanding of who your target customers are - you need to research them and understand their needs or desires that your business can satisfy. The next challenge is to create a marketing strategy that you can implement which attracts your target customers to your business - those who buy from you, come back again and again and refer you to their family, friends and associates.

In this Business Planning Masterclass, you will get to know your local business advisor, Narelle Blackadder, discover how you can research, measure and develop an understanding of your target market and identify how you will satisfy the needs or desires of your potential clients.

You will learn about:

- The importance of continual market research and evaluation
- Key marketing concepts and look at communication mediums
- The components of a successful Marketing Plan

You will leave this session with:

- An understanding who your customers are and what their needs or desires are that your business is satisfying.
- Knowledge of the "7 Ps" of the Extended Marketing Mix
- An outline of a Marketing Plan for your business to take away and develop further

A one-to-one follow up meeting is available to assist you further and embed the ideas/principles of the session. Please book with Narelle at the session.

This workshop is fully subsidised through BusinessConnect for NSW Businesses in bushfire affected regions and is free to attend. Due to limited places, REGISTRATIONS ARE ESSENTIAL, so book now!

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start or grow your small business.

Find out more

Call your local Business Advisor: **Narelle Blackadder, 0407 681 107**

BusinessConnect



 SRBEC 02 6297 3121
 www.srbec.com.au
 assist@srbec.com.au

 1300 134 359
 industry.nsw.gov.au/businessconnect