



## **MARKETING 102: SUCCESSFUL MARKETING STRATEGIES**

This session provides a practical application of marketing concepts used to successfully promote products, services and campaigns. It includes in-depth discussion on the various types of marketing strategies (i.e. direct-cause marketing versus saturation marketing), identifying target audiences, database management, proven follow-up procedures, improving “listening” skills, and closing techniques.

This session will also provide a comprehensive outline on developing marketing plans, as well as demonstrated approaches to effectively implementing them. The discussion on marketing plans includes developing marketing materials/collaterals, budgeting, and “branding” one message or theme.

Specific topics to include:

1. Targeting Your Approach
  - a. Developing a niche
  - b. Developing a 12-month (90-day) plan
2. Creating Your Image
  - a. Marketing materials
  - b. Website development
3. Target Your Audience
  - a. Cold calling
  - b. Prospect development (i.e. advertising, mailing lists, etc.)
  - c. Referrals
  - d. Database management
  - e. Follow-up (i.e. The Little Things)
4. Executing Your Plan
  - a. Staying within budget
  - b. Managing schedules and timelines
  - c. Identifying other resources
5. Selling Your Value
  - a. “Listening” is more important than “hearing”
  - b. “Re-defining” the competition by highlighting your strengths
  - c. Closing techniques

This session includes time for content, review, interactive discussions, role-playing and question-answer. Materials include hand-outs and references (i.e. literature, best practices, etc.).