



*(Business owner gazes at the **mass of information** he has on the business and he scratches his head.)*

**“If only I knew what to do with it? I’m sure I would get better results from my advertising and the business would be more successful!”**

*(He gets a coffee and starts to plough through the paper. It’s going to be a long day.)*

## **Basic Principles of Marketing**

Keeping up to date with market changes and the ever increasing demands of customers is a challenge facing all businesses. Competitors don’t stand still and there is always something new to tempt the customers away. Asking questions such as: How can the business be more marketing orientated? Are there ways to make advertising more effective? Will a better understanding of what marketing is all about really make a difference? Getting answers that make sense, will have real impact on the success of the business.

### **Course Objectives.**

What should you take control of on a monthly basis? We take you through the basic principles of marketing and show you how to make the promotional activities you do return better results. These elements give you more control and a clearer vision of where the future success in your business will come from.

### **Course Content.**

During the day we look at:

- What is marketing?
- Who are your customers and are there any new markets for your business?
- Getting a better understanding of what the customer wants
- Developing a clear strategy for the business
- Planning promotional campaigns
- Monitoring where the enquiries come from
- Implementing basic marketing principles

### **Who should attend?**

This course will help those new to marketing to ensure that they get started as a ‘marketing led’ company and benefit from that. Businesses that have been around for a while will also benefit as it is very easy to get stuck in a rut and continue doing what you have always done! A fresh look at the business will give pointers to improvements a help to develop new strategies for future growth and development.

**Duration:** One day.



development  
partners