

Marketing your Business

In a world overwhelmed by advertising and promotional messages, it's vital to find a way to connect with your potential customers. This workshop will provide you with an understanding of the essentials of marketing.

Please note: The focus of this workshop is on off-line (traditional) marketing. If you are interested in online marketing (including websites, social media and email) we suggest attending one of our digital marketing workshops.

This workshop covers:

- market research
- identifying what makes your business unique
- developing your brand
- an overview of a range of marketing channels
- setting your marketing goals and budget
- keeping your loyal customers
- monitoring your marketing activities

You'll receive a practical workbook that will help you to clarify your marketing plans, and there will be an opportunity to ask questions.

Booking information

Cost

\$50 per person

Book online at smallbusiness.wa.gov.au

What to bring

Enthusiasm, a determination to make your business a success, and a pen and notepad. We'll provide a detailed workbook and a great presenter. If you choose to bring a device please note that wifi is not available.

Length of workshop

This workshop runs for three hours.

Catering

There will be a break approximately halfway through the workshop when you can enjoy complimentary tea, coffee and biscuits.

Reminder

We will send a reminder email 48 hours before the workshop.

Where to find us

Public transport

We are just above Perth underground train station.

Disabled access

Our building has full lift access, accessible toilet facilities and desks to accommodate wheelchair users. If you have any particular needs please let us know.

Any questions?

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