

## Marketing on a Shoestring Course Outline

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**Course Description:** Are you interested in free marketing? Marketing doesn't have to be expensive. Investing a little time can reap great rewards without breaking the bank.

"Maximise Your Marketing" will concentrate on getting your message across and attracting more customers.

This half day course will involve some activities as well as presentation, so you'll leave with some excellent, 'ready to go' tips for your business.

**Who should attend?** Business owners, managers or team leaders or anyone with great ideas, little budget and loads of enthusiasm for their business. We'll cover:

### What will it cover?

- 5marketing beyond the myths
- Getting the basics right – all types of marketing to utilize
- Free Tools: digital (social media) and offline
- Making marketing happen