



WORKSHOP SERIES



What
is your
Strategy?



Strategic Marketing



The purpose of this workshop is to identify strategic marketing efforts that can benefit your organization, increase sales and revenue without increasing your marketing expenses. Who your perfect customers are and where can you find them?

This workshop will help you stop wasting time chasing the wrong customers by identifying your niche and segmenting your target market.

An integral part of strategic marketing includes adjusting your price, position and actual product or service to help you achieve your goals.

You will learn how to:

- Identify your niche and positioning your brand/organization in the marketplace.
- Identify and make your strategic marketing goals as specific as possible.
- Identify your perfect customers are and how to find them.
- Use a variety of marketing channels to implement tactics and get results.
- Use social media to increase customer base customers.