

How to develop a cost effective advertising campaign for SME's

This Taster Session gives you a flavour of what you can expect to learn and achieve if you register on any of our marketing programmes. Listed in the **Programme Summary** below are details of the 4 modules that have been designed to meet challenges you may currently face in your business.

These Modules will take place in **11 Patrick Street, Pembroke Hotel** on the dates given. You can register for as many as you wish using the **Registration Form**.

Programme Summary

Module 1 – Friday April 29th, 9.30am – 12.30pm

Guerrilla Marketing - Maximise Your Marketing Results with Minimal Spend

Guerrilla marketing typically involves unusual approaches such as encounters in public places, street giveaways, PR stunts or any unconventional marketing intended to engage individuals and build awareness fast and inexpensively

- 🕒 Learn how to maximise your results with minimal spend using Guerrilla Marketing Tactics. Employ time and creativity in lieu of a large marketing budget
- 🕒 See some examples of successful guerrilla marketing initiatives from all around the world
- 🕒 Come up with some unconventional and thought-provoking concepts to generate significant awareness for your business

Cost - €25.00

Venue: 11 Patrick Street, Pembroke Hotel

Module 2 – Friday April 29th, 1.30pm – 4.30pm

Raise the Profile of Your Small Business through Local PR

Local PR is one of the fastest and least costly ways of becoming visible in the community and building the profile of your small business through local media

- 🕒 Understand the value of local PR
- 🕒 Learn how you can employ local PR to grow your business and build its profile
- 🕒 Learn how to write a press release that will achieve maximum coverage
- 🕒 A picture speaks a thousand words – learn how innovative photography is so important in PR

Cost - €25.00

Venue: 11 Patrick Street, Pembroke Hotel

Module 3 – Friday May 13th, 9.30am – 12.30pm

Advertising – How to Stand Out from the Crowd

These days, getting noticed is a challenge for most advertisers. Learn some smart ways of ensuring your advertising stands out and is noticed.

- 🕒 Understand how important it is to make your business stand out from the crowd
- 🕒 Learn how to make your press advertising stand out
- 🕒 Discover ways of ensuring your radio adverts are noticed
- 🕒 Learn how to make your marketing collateral such as brochures, newsletters, press releases and other printed materials more memorable and effective

Cost - €25.00

Venue: 11 Patrick Street, Pembroke Hotel

Module 4 – Friday May 13th, 1.30pm – 4.30pm

Marketing in a Recession – What Should Change?

In a recession consumers are more value oriented and risk averse. Look at how your products and services are currently positioned in terms of features and benefits. Re-launch your products and services with new offers reflecting changing customers' needs.

- 🕒 Learn how to understand the market better than your competitors.
- 🕒 Review your products and services and prune out weaker offerings from your portfolio.
- 🕒 Develop a clear and differentiated value proposition for each of your products and services.
- 🕒 Learn how to gather, retain and nurture sales leads ensuring that they are followed up at the right time with the right message

Cost - €25.00

Venue: 11 Patrick Street, Pembroke Hotel