



Basic Marketing

Workshop

Letting People Know About the Good Work You Do

Does marketing remind you of creepy guys in plaid suits or profit-hungry multi-nationals? If so, you might be avoiding some very simple marketing techniques that would let people know about you and the benefits of your organization.

If you believe in your cause, you can be a very professional and respectful marketer. Good marketing should be no different than informing someone about a good movie you've just seen or asking someone for directions. It is just another way of exchanging information.

In this workshop, you will apply step-by-step marketing concepts to your existing or your invented organization.

By the end of the day, you will have a detailed plan for how to inform people in a professional, respectful way about your organization and what it does to make the world a better place. We will cover many topics:

- Deciding on your market
- Developing a marketing plan
- Networking and making friends
- Writing a proposal
- Making a pitch
- Perfecting client relations
- Writing a brochure and a press release
- Using direct mail
- Creating a website

"Steven was very interesting and kept the presentation very lively."

"Great presenter of essential material that is very useful to my work."

Who Should Attend?

- Government Agencies, Social Service Organizations, NGOs, Small Businesses
- Directors, Managers, Supervisors, Team Leaders, and Administrators
- Marketing, Communications, Human Resource and Public Relations Managers
- Accounting, Financial, and Other Business Professionals
- Engineers, Designers, Technicians, Technologists
- Line Managers, Support Staff, Foremen
- Anyone who wants to help their organization grow

Agenda...2



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**Steven can tailor the content to meet your specific needs.
Participant workbook and individual attention
will noticeably improve your marketing.**

- Defining Your Mission
- Your Marketing Funnel:
 - Target Market
 - Qualified Prospects
 - Tryers
 - Clients
- Targeting Your Market:
 - Differentiating Your Services
 - Organization Name and Logo
 - Alignment
- Break Even or Profit?
- Anchoring Your Core Benefit
- Marketing Material:
 - Creating Brochures
 - Developing Proposals
 - Websites
- Making Presentations and Pitches
- Networking & Advertising
- Developing Professional Relationships

Duration:

One day at your location
Maximum workshop size: 30

Workshop Leader



Steven Moore is Adjunct Professor of Communications and Sustainability at the Queen's School of Business in Kingston, Ontario. He is also Professor of Marketing at Laurentian University, St. Lawrence Campus. He has broad experience as a farmer, counselor, photographer, and living off the grid.

He has written for hundreds of corporate and business clients such as RBC Funds, CI Funds, Toronto Dominion Bank, CBC Radio, AT&T, Scotiabank, Canada Life, Empire Life, Bell Canada, Loyalist College, CIBC, Ontario Hydro, Lansing Buildall, and the Canadian Cancer Society.

Steven's teaching experience also includes the University of Toronto, Queen's School of English, and Loyalist Training and Development Centre.

Steven has delivered more than 1,000 workshops to corporate and NGO clients such as Bell Canada, Domtar, Eagle's Flight Creative Training Excellence, Inc., Addiction Research Foundation of Ontario, Novartis, City of Belleville, Invar, Wilkinson & Company LLP, and Conservation Ontario. His clients have laughed, felt encouraged, and learned to market more effectively.