

Marketing in a Downturn

Duration: 1 Day

Description

In these economically challenging times, businesses should not abandon their marketing activity.

They should however, evaluate the effectiveness of every pound spent.

During this one day course we explore innovative, low-cost, high-impact alternatives to the more traditional higher cost methods of marketing.

You will have the opportunity to network with other professionals, assess your current marketing techniques and create a strategy for future marketing campaigns.

Key Content

- Essential Marketing Review
- Understanding your brand in a downturn
- Low cost, no cost marketing
- PR Masterclass
- E – Marketing
- Networking for success
- Managing Events
- Action Planning For Results

Eligibility

This seminar has been developed specifically for owners/senior managers of organisations who are responsible for the continued success and viability of that organisation.

Pre requisites

There are no prerequisites for this course.