



SMALL BUSINESS VICTORIA

# Marketing Basics

## Workshops & Seminars

Small businesses that succeed know the importance of marketing!

Marketing is the key to letting people know you exist, so it pays to know how to do it. However, traditional marketing channels such as print, magazines and newspapers are being overtaken by an array of online options, changing the way we market.

Join us and learn practical tips and ideas about deciding which marketing tools are best for your business and how to create an effective marketing strategy to ensure you are getting value for your marketing dollar.

Host: Greater Shepparton City Council

When: Wednesday 17 April 2013

Time: 1:30 pm – 3:30pm

Where: Greater Shepparton Business Centre, 70 New Dookie Road, Shepparton

Cost: \$20 per person

### Booking Options:

Event ID: 9700

Phone: Jo Rathjen on 5832 1100

Email: [gsbc@shepparton.vic.gov.au](mailto:gsbc@shepparton.vic.gov.au)

Internet: [www.business.vic.gov.au/businessesevents](http://www.business.vic.gov.au/businessesevents)

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## Here's what you'll learn:

This seminar will help you to:

- Build an effective marketing strategy and marketing plan
- Learn more about online options and how to choose the marketing channels that are right for your business
- Appreciate why your customer service strategy is so important
- Understand the role of market research in meeting the changing needs of your customers/clients

## When you attend this seminar you'll receive:

- a **comprehensive workbook** jam-packed with loads of references, resources and tips that will make marketing your business a breeze
- **easy-to-use templates and worksheets** to help you create your Marketing Plan, Competitor Analysis and more
- **the opportunity to meet, network and interact** with like-minded people in a variety of industries, often from your local area

## Who should attend:

The Marketing Basics seminar is invaluable for all small business owners, in particular those who are thinking about going into business but don't know where to start or have recently started a business and need some hints and tips.

## About your workshop leader:

**Tim Gentle** has over 15 year's experience in Marketing and 8 years developing websites. He has led more than 250 workshops for small businesses. He presents as a Workshop Leader for Small Business Victoria and privately via Design Experts Workshops & Seminars.

An expert in this field, Tim has a reputation for running excellent workshops. He provides current information that is relevant for small businesses. He involves the audience, evokes discussion and makes technical terms easy to understand.