

# Marketing Basics Workshop

Marketing is an essential element for every business. It can be that one missing piece of the puzzle, and when it fits the big picture is revealed. Your participants will be given an introduction to marketing and its benefits. If you are not marketing your business you will not grow, and if you do not grow you will not succeed.

Marketing Basics will provide the basic knowledge to your participants, and give them the ability to build and grow your business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing decisions. No matter what your product or service is, your business will benefit with a better understanding of marketing.

## Workshop Objectives:

- Define your market.
- Know the different types of marketing and ways to use them.
- Learn effective ways of communicating with the customer.
- Know how to set marketing goals and strategies.
- Recognize common marketing mistakes and know how to avoid them.



For more information or to reserve your spot in this workshop, please contact:

Joseph (J.J.) Frazier  
President

Mastering the Positive, LLC

Phone: (757) 962-7073

Mobile: (757) 952-8340

Visit: [www.masteringthepositive.com](http://www.masteringthepositive.com)

Email: [jfraziers@cox.net](mailto:jfraziers@cox.net)



## CLASS CONTENT

### **Module One: Getting Started**

Workshop Objectives

Pre-Assignment

### **Module Two: What is Marketing?**

What is a Market?

Marketing is Not Selling

Understanding Customer Needs

Defining Your Product or Service

Case Study

Module Two: Review Questions

### **Module Three: Common Marketing Types**

**(I)**

Direct Marketing

Active Marketing

Incoming Marketing

Outgoing Marketing

Case Study

Module Three: Review Questions

### **Module Four: Common Marketing Types**

**(II)**

Guerrilla Marketing

BB Marketing

BC Marketing

Promotional Marketing

Case Study

Module Four: Review Questions

### **Module Five: The Marketing Mix**

Product

Price

Promotion

Place

Case Study

Module Five: Review Questions

### **Module Six: Communicating the Right Way**

The Marketing Pitch

Sell Value, Not the Price

Fun and Entertaining is Powerful

Choosing the Right Media

Case Study

Module Six: Review Questions

### **Module Seven: Customer Communications**

Give Your Customers a Voice

It's Not About You, It's About Them

Every Interaction Counts

Answer Questions Honestly

Case Study

Module Seven: Review Questions

### **Module Eight: Marketing Goals**

Brand Switching

Repeat Purchases

Brand Loyalty

Inform and Educate

Case Study

Module Eight: Review Questions

### **Module Nine: The Marketing Funnel**

Awareness

Interest

Desire

Action

Case Study

Module Nine: Review Questions

### **Module Ten: Marketing Mistakes (I)**

Not Taking Social Media Seriously

Not Having a USP

Cross Cultural and International

Translations

Not Building a Relationship

Case Study

Module Ten: Review Questions

## **Module Eleven: Marketing Mistakes (II)**

Not Having a Plan

Aiming at Everyone

Not Tracking Metrics

Not Listening to Your Customers

Case Study

Module Eleven: Review Questions

## **Module Twelve: Wrapping Up**

Words from the Wise

Lessons Learned