

Rising above the noise

How to use marketing, PR and social media to get your business noticed

What is it?

A one day workshop for anyone who wants to improve their marketing or develop a marketing plan.

Who is it for?

Sole-traders, small business owners and anyone with responsibility for marketing a business who is looking for more focus in marketing and social media techniques.

What's included?

- ✔ Pre-course work
- ✔ Course notes
- ✔ Practical training session in using social media for your business
- ✔ Action plan to kick-start your marketing planning
- ✔ A follow-up call
- ✔ Refreshments & lunch

What will it cover?

- ✔ Marketing planning – the essentials to get you started!
- ✔ Where do you sit in the market, who are your customers and how can you reach them?
- ✔ Developing your 'positioning statement'
- ✔ Marketing 'tools' and when to use them
- ✔ How social media works and how to use it
- ✔ Twitter, LinkedIn and Facebook; tools and tips
- ✔ How social media and PR works

What will I come away with?

- ✔ The foundations of your marketing plan for the next 6 months
- ✔ A greater understanding of the many marketing and PR tools available
- ✔ 4 week action plan for promoting your business through PR and social media

Who is running the workshop?

You'll have the benefit of 2 marketing professionals co-facilitating the workshop.



Matt Young brings years of experience of radio broadcasting, PR and social media. He has run 100's of training courses over the last few years which have been described as interactive and engaging. His style is very relaxed and inclusive and his knowledge of the subject matter, deep.

Lesley Anderson spent 7 years as the Sales Manager for a training consultancy, owned a print and design business for 11 years and

has been a marketing consultant since 2011.

Our mix of experience and business knowledge means that the workshop is lively, interactive and practical while the small group size means we can adapt content to suit the group and individual requirements.

What does it cost?

£125 +VAT per person

Workshop details

All workshops run from 9.30am - 4.15pm and are available on the following dates;

 **Thursday 17th Sep 2015**
 **Plymouth Science Park**

 **Monday 12th Oct 2015**
 **Innovation Centre, Exeter University**

How do I book?

Initially, by emailing lesley@hedgerowmarketing.co.uk or through the website; www.hedgerowmarketing.co.uk.