



Effective Marketing Strategies on a Limited Budget

Proven principles you can apply every year to squeeze out the most from your limited marketing budget.



SEMINAR DATES:

May 28 - 29, 2008



SEEC is one of only four schools in the world ranked in the top tier of both Executive Education categories (Open-Enrolment and Custom Programs) by the Economist Intelligence Unit.

Learn dozens of creative ways to grow your markets and increase your product exposure with a limited budget:

- Learn the marketing planning disciplines behind highly effective, yet inexpensive marketing programs
- Streamline your marketing plans and media mix to target high-potential prospects
- Conduct a marketing audit to ensure your marketing and advertising dollars are producing results
- Identify where to save money – and where not to
- Apply over a dozen strategic marketing and sales tactics that work in any industry

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Effective Marketing Strategies on a Limited Budget

Next Seminar Date:

May 28 - 29, 2008

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PUBLIC SEMINARS | MARKETING & SALES



CUSTOMIZED COURSE TEACHING APPROACHES

This is a hands-on workshop where you will work on your own marketing plan. You will also learn using a variety of teaching approaches:

- Group Discussions
- Communications Project Exercises
- Video Marketing Evaluations
- Case Studies

About This Seminar

Every year, marketing budgets come under pressure. But tight budgets don't preclude effective business campaigns. All you need to ensure a substantial return on investment is a solid understanding of a few fundamental principles and the skills to make "simpler" mean "better".

In two valuable days of study, *Effective Marketing Strategies on a Limited Budget* will show you how leading companies, associations and public sector organizations can use **integrated marketing approaches to generate results-driven communications programs that deliver higher sales returns than large budget competitors**. Anyone involved in marketing and sales planning will benefit immensely from this top-rated workshop.

Who Should Attend

- Managers who use annual marketing budgets that are restrictive or results driven
- Public sector, association and non-profit business directors and managers
- Business owners and managers from growing companies
- Product and service marketers from larger organizations who seek higher marketing ROI

“This is a tremendous seminar for marketing departments. More expensive is not always better!”

D. Edwards,
North American Sales & Marketing Manager
XYZ Automation Inc.

What You Will Learn

- 1 A disciplined step-by-step approach to marketing communications.
- 2 How to develop simple, distinctive marketing plans that generate better results.
- 3 How to leverage the power of the internet, media relations and PR sources.
- 4 Low cost, effective prospecting techniques to build new customers and clients.
- 5 How to develop winning creative strategies.
- 6 How to streamline your Media Mix for the best marketing ROI.
- 7 How to build and use your marketing database more effectively.
- 8 Inexpensive ways to build brand equity.
- 9 How to establish successful strategic marketing alliances that provide tremendous exposure.
- 10 Tools to determine which marketing programs to drop and which deliver the biggest bang for the buck.

■ Program Content

How to Define Your Strategic Competitive Advantage

- Defining competitive advantage in one sentence - your strategic platform
- Stakeholder audit and mapping

Creating a Results-Driven Marketing Plan and Communications Plan

- The relationship between your marketing plan and communications programs
- Marketing plan tools and frameworks
- Acquisition, review and analysis of market data

Conducting Your Own Market Research to Make Quick and Effective Marketing Decisions

- Conducting a Market Feasibility study
- Performing a Customer Satisfaction study
- Putting together a "Mystery Shop" program
- Carrying out a Competitive Intelligence investigation

How to Make Sure Your Marketing Plan Gives You Direction to Produce Meaningful Results

- Identifying realistic success goals
- Putting together a marketing budget that is within your means
- Establishing performance measurements

How to Build a Strong Brand With No Advertising

- Defining your business
- Building your brand's identity
- Communicating your brand's identity
- Tracking results and making changes

How to Get Free Publicity Using PR

- What is PR, benefits of using the media
- How to create a hook for your company to get results
- Getting your message right: using "news" to build your brand's visibility/acceptance
- Tools of the trade - reaching out to the media
- Measuring PR efforts

- Popular avenues to pursue: free calendar of events, interviews, articles, monthly columns, blogs

Making the Most of Alternative Media

- Event marketing - what works, what doesn't
- Sponsorships - how to leverage partnerships and co-marketing
- Relationship marketing - generating valuable leads, managing customer loyalty
- Field marketing - engaging consumers one-on-one
- Consumer promotions - what's hot
- Direct response marketing - how to develop marketing copy and offers to maximize returns
- Viral marketing - creating buzz
- Soft marketing tactics - referrals; speaking engagements

Program Wrap-Up

- "The Top Ten" best ways to measure, evaluate and report on your marketing success
- Action items for back at the office

Instructor Profiles

Ajay K. Sirsi, Ph.D.

- Ajay is an experienced marketing instructor at Schulich, one of Canada's most experienced marketing researchers. His marketing research has won numerous awards internationally.
- He consults and teaches globally in the field of business-to-business marketing, strategic market planning and consumer behavior, for clients including Bayer, Manulife Financial, Pioneer Electronics, and International Paper among others.

- Ajay's research is regularly cited in the Journal of Consumer Research, Journal of Professional Services Marketing, Journal of Healthcare Marketing and more. He is also the author of *Marketing Led - Sales Driven*, how successful businesses use the power of marketing plans and sales execution to win in the marketplace, a process being used by corporations worldwide to align their marketing and sales functions.

Livia Florescu, BBA

- Founding partner of On Q Communications Inc., an integrated marketing solutions firm, Livia offers a unique blend of expertise and experience in the fields of marketing and public relations.
- Livia is a specialist in innovative new-age services that include public relations, WOM campaigns, viral marketing and cross promotions.

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MAIL to
Schulich Executive Education Centre
The Executive Learning Centre
Schulich School of Business
York University, 4700 Keele Street
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Please check desired session: May 28 - 29, 2008

Priority code from mailing label (if available):

YK 3315 -			
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Name (Mr) (Mrs) (Ms)

Title Email

Organization # of Employees

Address City

Prov. Postal Code Fax

Bus. Phone Home Phone or Cell

Primary Product / Service: Your Number of Direct Reports:

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COURSE TUITION & DETAILS

Program tuition: \$1695.00 + 84.75 (GST) = \$1779.75. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations. **Special Team Savings: Save \$150 each** when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates and speakers are subject to change. York's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 14 days in advance of the seminar start date. Late transfer requests, less than 14 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 14 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 14 days prior to the seminar will be subject to a \$500 administration fee. Non-attendance will incur full seminar tuition cost. GST# R119306736.

Call us at (416) 736-5079, or toll free 1-800-667-9380, or email: exceedinfo@schulich.yorku.ca

COURSE LOCATION(S)

May Session: May 28 - 29, 2008
9:00 am - 4:30 pm each day

The Schulich Executive Learning Centre
York University
4700 Keele Street, Toronto, ON M3J 1P3

OPTIONAL ACCOMMODATIONS

Join us at the new Schulich Executive Residence. Call (416) 650-8300 for more information and reservations. Book online: www.elc.schulich.yorku.ca.

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