



# Simply Better Marketing

A series of **free** workshops where you can learn from professional marketers how to get better at doing the marketing for your business.

Ideal for owner-managers of business with less than 30 employees, the interactive sessions promise to give you practical tips on marketing that you can carry out for yourselves. Each breakfast meeting will focus on a different aspect of marketing, but attendees will have the opportunity to quiz the presenters on any burning issues they may have in their business.

The presenters and hosts are all specialists in marketing, having been awarded Chartered Marketer status from the Chartered Institute of Marketing. They have extensive experience to share with SMEs, and are keen to help you improve the results you achieve from your marketing activities.

## Free consultations

As an added bonus, each attendee is offered a free, one hour, one-to-one discussion with a Chartered Marketer professional, to address your personal marketing challenges. If you want to take advantage of this offer you can leave your details on the day and you will be contacted after the event to make the arrangements. Owner managers are also entitled to a FREE annual business review with Business Link. There are currently 3 events scheduled:

## Truly satisfied customers are the way to grow your business.

**Date:** Wednesday 25 February 2009

**Time:** 8.00 – 10.30am

**Venue:** Hall Place Enterprise Centre, Harbledown, Canterbury.



Are you confident your products delight your customers and keep them coming back for more? Your existing customers should be your strongest asset, giving you a strong foundation and excellent market information. Learn how to build on the value hidden in your current customer base to improve customer satisfaction and grow your business.

## Presented by:

**Sharon Cox, Chartered Marketer, Balfour Beatty Major Civil Engineering**

Sharon is a customer focused and strategic Senior Manager with over 20 years practical marketing and communications experience. She uses a wide portfolio of business, change management, communications and marketing skills to support the Balfour Beatty Major Civil Engineering (BBMCE) board in shaping and delivering a range of business support ideas, plans and initiatives.



## Does the lowest price always get the business?

Date: Wednesday 25 March 2009

Time: 8.00 – 10.30am

Venue: Hall Place Enterprise Centre, Harbledown, Canterbury.



Customers look for value for money, which the lowest price does not always deliver. But it can be hard to resist pressure to drop your prices when times are tough. What value does your product or service really deliver to the customer and how well does your pricing match up to that promise? Learn how to focus your marketing and selling on value, and how you can use pricing flexibly to attract more business.

### Presented by:

**Sharon Wilding, Chartered Marketer, The Purple Edge**

With a Masters degree in marketing and 22 years wide-ranging experience at BT, Sharon brings a wealth of practical experience in marketing to your business. She now runs her own business development and marketing company helping local businesses to find and keep more customers.



## Making a small marketing budget go further

Date: Thursday 30 April 2009

Time: 8.00 – 10.30am

Venue: Hall Place Enterprise Centre, Harbledown, Canterbury.



If you view marketing simply as an expensive luxury then think again. Marketing is essential to growing your business, and there are lots of ways to maximise your impact without it costing the earth – and in some instances for free! Learn about the new online opportunities, the importance of integrating activities, and managing your lead generation and conversion strategies to get great results.



### Presented by:

**Kate Fairweather, Chartered Marketer, CMC Aust Marketing**

Kate Fairweather is a qualified marketing professional with 27 years experience. She set up CMCAust Marketing in Chartham Hatch Kent in 1994 and has been helping businesses, local authorities and community groups to be more successful with practical expert advice and quality marketing ever since.

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Book online at [www.eventskent.co.uk/marketing](http://www.eventskent.co.uk/marketing)

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