

Business **BRANDING &** **Marketing** Seminar & Workshop



Simple, practical ideas & tools to strengthen your brand, market your business and influence customer perceptions.

This event covers a range of topics aimed at helping businesses and their staff understand the broader picture of business branding and marketing using practical and applicable tools.

Attendees will enjoy a unique and interesting overview of how Business Branding and Marketing fit together to build market share and customer loyalty. The presentation will also include several practical workshop exercises that will enable attendees to relate the materials to their own businesses. All attendees will also be given access to course materials and business marketing tools.

Course Topics: (Full details at www.divinebranding.com.au/Mudgee_8_20.html)

- Current events and your business
- Innovating through tough recession
- Understanding customer perceptions – Workshop exercise
- Introduction to business branding – more than a logo, it's who you are!
- Discovering your true branding identity - Workshop exercise: SWOT, Mission & Values
- Branding visuals - Themes and messages, designers, materials & formats
- Broadcasting your image - Understanding your target market
- Marketing & advertising methods
- Using the web for business
- Where to from here? Getting started.
- Measuring results

Course Outcomes:

This seminar aims to give attendees a broad understanding of business branding and marketing principles. It is expected that attendees will:

- Understand how business operations affect the branding image
- Learn what elements shape customer perceptions & influence buying decisions
- Use basic business tools to analyse and modify those elements
- Understand basic principles behind branding visuals & their effective use
- Use basic business tools to identify and understand the target market
- Gain a broad understanding of various marketing methods to reach a target market
- Gain a broad understanding of how the internet can be used for business
- Create a marketing plan outline
- Learn how to use other useful resources

Branding & Marketing...it's the chicken and the egg, which comes first?

This unique point of view on the subject helps assemble the pieces to create a workable picture for businesses and organisations.

It also provides simple and practical tools that can be used to divine and market a powerful business branding identity.

"Highly recommend attendance for anyone in business – there is always room for learning more and keeping up with change."

Kim Stanton

"Thanks so much for a great seminar on marketing. I found the seminar was presented with humour and everyday language, with real ideas that I felt were applicable and obtainable for my business. The passion and enthusiasm that you have is inspiring and contagious."

Jo - Cope Station

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