

The Smarter Marketing Workshop

Half the money I spend on advertising is wasted; the trouble is I don't know which half.
John Wanamaker

Most businesses struggle with marketing. You experiment, you spend, you update, but rarely do you feel confident that your marketing is working – and worth the cost.

The Smarter Marketing Workshop from Madras Media Marketing, LLC helps businesses develop an intelligent Content Marketing strategy that not only produces success, but confidence too.

After going through this workshop, you will:

- Have a clear picture of opportunities for content marketing in your industry
- Own a complete, tailor-made Content Marketing strategy
- Know the ‘next steps’ for executing your strategy
- Finally feel great about your marketing

Who should attend?

The Smarter Marketing Workshop is split up into two sessions. The first session looks at your business from a ‘big-picture’ perspective by analyzing your Ideal Audience. Because this portion is so central to your complete business strategy, all key stakeholders should attend (up to six participants). This session will set the tone for the marketing strategy and give confidence at all levels. Each participant will receive a workbook that will be used to develop the strategy.

The second session is more tactical in nature. All stakeholders are invited to attend, but it is especially vital for those who will be involved in the execution of the strategy.

What kind of preparation is required?

A questionnaire will be sent once the workshop is booked. The presenter will use the information from the questionnaire to prepare reports and materials for the session. The second session may require some additional research into the Ideal Audience by the participants.

How long is the Workshop?

Each session is three hours. The two sessions can be run on the same day, or on separate days. Separate days are recommended (afternoon first day, morning second day) in order to have more time to process the results of the first session.

What is covered in each session?

Session 1

- **Why Content Marketing is the Smart Move**

An overview of what Content Marketing is and how it enables companies to reach their Ideal Audience better than advertising while building a business asset.

- **The Big Picture**

A graphical representation of how your product/service goes to market, along with a report about the marketing efforts of two competitors with analysis.

- **Your Ideal Audience**

A deep look into your Ideal Audience – who they are, when you want to reach them, challenges, struggles, and the message you want to communicate to them

Session 2:

- **How to be Useful and Relevant**

A discussion of how to approach your Ideal Audience in a way they will appreciate

- **Your Content Marketing Strategy**

What media tools, frequency, and style should your marketing take? What distribution methods will be most effective?

- **Big Dreams**

A peak into the future to see what kind of larger content forms you can start building now

- **Next Steps**

What kind of team do you need to execute this strategy? What costs should you estimate?

Final Report

In addition to the participant workbook, you will receive a customized report from the presenter, providing an overview of your current marketing, your detailed strategy, and any recommendations to take forward.

For more information contact info@madrasmediamarketing.com