



marketingcoach.ie
marketing consultancy and business coaching

CREATIVE BUSINESS LEADERSHIP PROGRAMME

BUSINESS INNOVATION

DIGITAL MARKETING

DRIVING SALES

SOCIAL MEDIA

MENTORING SESSIONS



WELCOME TO THE PROGRAMME!

Welcome to the Creative Business Leadership Programme. We are delighted that you have signed up and have become part of the group to go on this journey together over the next few months.

Through this programme you will be taking time out of the "busy"ness of your business. You will get a chance to reflect and challenge how you think. We will spend time focused on sharpening your sales and marketing skills and knowledge.

I am really looking forward to meeting you all and working with you on this course.

Muireann

MarketingCoach.ie

PROGRAMME BRIEF



SITUATION ANALYSIS AND PLANNING

- Where are we now
- Where are we going
- Goal setting
- Business growth drivers

BUSINESS INNOVATION & BUSINESS MODELS

- Business model review
- Identify opportunities for innovation
- Streamlining business processes
- Business process improvements
- Adding more value while reducing costs



FINDING AND KEEPING CUSTOMERS

- Value proposition
- Identifying current and target customers
- Marketing mix review for your business
- Effective marketing tools and techniques
- Who drives the sales in the business?
- Increasing customer spend
- Selling processes and techniques

BUILDING FINANCIAL CONFIDENCE

- Reviewing current business finances
- Working effectively with your Accountant
- Reducing costs
- Managing cash flows
- Getting paid on time



PROGRAMME BRIEF



DIGITAL MARKETING STRATEGY

- Reviewing impact of current online activities
- Introduction to Digital Marketing
- Top tips on how the website works for you
- Selling online
- Measuring success

SOCIAL MEDIA FOR YOUR BUSINESS

- Using Social Media effectively for your business
- Understanding the pros and cons of the different platforms (Facebook, LinkedIn, Twitter, YouTube, Instagram etc.)
- Choosing the most appropriate platform for your business



ENTREPRENEUR SKILLS

- Networking
- Communication skills
- Pitching skills for business
- Time management
- How far we've come

LEADING AND MANAGING MYSELF (AND OTHERS)

- What is expected of you?
- Keeping yourself accountable
- Giving and receiving feedback
- Delegating
- Teamwork - working and collaborating effectively with others
- Building resilience





WHAT ARE YOU GETTING FROM THE PROGRAMME?

TRAINING WORKSHOPS
1:1 MENTORING SESSIONS
NETWORKING

YOU WILL ALSO HAVE ACCESS TO AN
ONLINE INTERACTIVE MARKETING
TOOLKIT THAT WILL ENABLE YOU TO
CREATE AN EXPERTLY DESIGNED
MARKETING PLAN FOR YOUR BUSINESS.

See you soon!