

# MARKETING YOUR BUSINESS

## SMALL BUSINESS VICTORIA WORKSHOPS PROGRAM



### HOW WELL DO YOUR POTENTIAL AND EXISTING CUSTOMERS KNOW WHAT YOUR BUSINESS DOES?

Marketing Your Business is not just about having a website, a Facebook page and placing advertisements in the local paper. Marketing is a vital part of establishing and building your business brand. Effective marketing will save you time and money and help you attract and retain a loyal customer base.

Develop an effective marketing action plan to focus your effort and resources in the right areas, including market research, online activities and customer service. Learn how to measure the success of your marketing activities, so you make sure you are achieving your business goals.



#### YOU WILL LEARN HOW TO:

- Set marketing goals that work
- Decide which marketing options are right for your business
- Use market research and customer service to improve the way you market your business
- Put in place proven marketing processes and systems
- Develop an effective Marketing Action Plan

**Event ID:** E19834

**Host:** African Australian Small Business Association & City of Maribyrnong

**When:** Monday 27 November 2017

**Time:** 3pm to 5pm

**Where:** VU at Metro West,  
138 Nicholson Street, Footscray

**Booking:** [aasbavic@gmail.com](mailto:aasbavic@gmail.com)

#### IS THIS WORKSHOP FOR ME?

Whether you're an established business or are planning to start a business, Understanding Marketing is crucial to your success.



#### YOUR PRESENTER: AILSA PAGE

Ailsa is a business owner and small business marketing specialist. A qualified marketing professional with over 20 years' marketing experience and expertise, she is an Associate Fellow and Certified Practising Marketer of the Australian Marketing Institute and Professional Member of the National Speakers' Association of Australia.

Her areas of expertise include marketing, digital strategies, branding, outsourcing, consulting and selling to potential clients.

**SMALL  
BUSINESS VICTORIA**

**STRICTLY LIMITED TO 20 PLACES, BOOK NOW TO AVOID MISSING OUT!**