



MARKETING MADE LEAN

Program Schedule

Date: Thursdays,
October 30 – November 20, 2014
Time: 1:00 – 5:00 pm

Location: Launch Box
141 Main Street, Suite 2
Racine, WI 53403

Cost: \$249

All refreshments, materials, books and one-on-one coaching are included.

Register at: training.gtc.edu

A four-part marketing series for micro and small businesses

Marketing Made Lean is a 4-part, 16-hour workshop series that will enable you to gain and retain customers while increasing sales and profit.

You will:

- **Increase customers, sales and profits!**
- **Solidify your value proposition and align products/services with customer needs.**
- **Identify current and potential customer segments based on the 80/20 principle in order to maximize your marketing resources.**
- **Explore and further develop your marketing channels.**
- **Create customer service strategies.**
- **Develop a marketing plan with budgets, expected return-on-investment and an implementation plan.**
- **Engage with marketing experts during monthly coaching calls.**

The series incorporates solid marketing fundamentals with other disciplines including Lean; and design tools like the Value Proposition Canvas to create an interactive, hands-on workshop. You'll learn to use techniques for gathering customer insights, and feedback to increase brand awareness. We'll help you identify your best customers and share tactics for driving referrals.

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Each Marketing Made Lean weekly workshop is 4 hours and builds upon the previous week's learning. The series includes facilitated instruction, books, tools, canvases, worksheets, templates, a marketing expert call-in series and refreshments. Included with your registration is one-on-one coaching during the series and after the series has ended, you join the monthly, one-hour, Marketing Made Lean call-in to learn from marketing experts, get answers to your current marketing questions, discuss marketing challenges/ successes, and network with other business owners. You will have time during each workshop to develop your strategies, tactics, budgets and lean marketing plan.

Limited seating, register today!

Contact:
Kate Walker
Director of Business Development
262-898-7410
walkerk@gtc.edu

Weekly Approach

Week 1

Defining your Business Purpose and Reconnecting with your Vision

Why are you in business? Align your vision, mission & values

Using the Value Proposition Canvas to align your value proposition with your targeted customer segments

Pricing Strategy and Break-even

What is your competitive advantage?

Week3

Customer Relationship Strategies

How do you value your customers?

Getting feedback from your customers

Create your customer service creed

Test measurement tools

Week 2

Positioning & Developing Marketing Channels

What marketing channels exist?

What are the best channels for you to market your business?

Exploring inbound and outbound strategies

Resources, activities and partnerships

Week4

Marketing ROI, Strategic Plan & Implementation

Create your marketing budget

How do you know if your marketing efforts are working? Measuring your success.

Pulling it all together: Your strategic marketing plan

Implementation, Assessment & Pivoting

