

READY SET LAUNCH

Description

When setting up a new business or growing your existing one, a blank sheet of paper can be daunting if marketing is not your area of expertise. Be coached by an experienced Marketing Consultant to learn what tools to choose and how to use them to launch your product/business.

Learn how to select the right communication channels for maximum effect. Work alongside an experienced Marketing Consultant to build a launch plan that maximises awareness, engages your target market and delivers results.

Learning outcomes

Working with Michelle Jones, an experienced Marketing Consultant with more than 20 years' marketing and operational experience across a broad range of businesses and industry sectors, you'll learn:

- How to build an effective launch plan
- What communication channels to use to most effectively reach your potential customers
- How to leverage your marketing efforts
- How to get bang for buck from your marketing and promotional spend

Working alongside Michelle you'll get an understanding of how to leverage your existing sales and marketing efforts to launch a new product for your business, drive engagement and ultimately secure sales.

Duration

A 30-minute call to get to know your business and the product to be launched (you will be sent some questions in advance). Followed a week later by a two-hour workshop to put a launch plan together. Then a 30-minute follow up call post launch to check how things went and capture the learnings for the next one. Meetings by phone, Zoom or face-to-face depending on location.

Cost

\$600 plus GST. Additional sessions available at \$175 plus GST/hour

Contact

Michelle Jones

Email: michelle@thefoodieinc.com

Phone: 021 379538

www.thefoodieinc.com

To make a booking please contact Michelle on 021 379538 or michelle@thefoodieinc.com to discuss your requirements.