

Ten low-cost ways to promote your business

“Self-generated marketing on a budget”. Presented by Graham Roberts-Phelps

Main modules:

1. **Promotional Marketing:** What it is, how you measure it, setting a budget.
2. **Personal promotion:** Networking, referrals, warm calling, contact building.
3. **Online promotion:** Web marketing demystified, creating an online presence, email marketing, articles, listings and e-networking,
4. **Promotional events:** Low-cost, high impact events, hospitality on a budget, designing special offers and price promotions.
5. **Clever stuff:** Collaborative marketing, contact strategies, ‘organised persistence’, newsletters, PR and media and more.
6. **Freebies:** Talks, give-aways, information, articles, surveys, advice, promotional items.
7. **Action plans:** Preparing and prioritising the learning to apply to real life.

About Graham Roberts-Phelps

The course is designed and presented by Graham Roberts-Phelps, Director of 8020 Pareto Ltd and founder of Virtual PA Plus.

Graham has many years experience in sales and marketing for both large and small companies and run and manage businesses through both previous ‘recessions’! Over the last 15 years he has personally trained more than 20,000 business people and written twelve books on business and training.



The ten ways are:

1. **Events and hospitality**
2. **Promotional items**
3. **Articles and newsletters**
4. **Email, website listings, blogs, etc**
5. **Personal marketing**
6. **Telephone marketing**
7. **Leaflets, cards and posters**
8. **Special promotions**
9. **Joint ventures**
10. **Networking, word-of-mouth, referrals**

This one-day business-development workshop presents practical and proven methods on how to promote your business without spending lots of money. We all know advertising can be expensive and often unpredictable. However, this course will give you plenty of ideas, techniques, tools and suggestions for attracting the attention of potential new clients, and keeping the attention of existing ones.

Key learning points

- ◆ **How to create a six month promotional plan for your business, including activity, targets and budgets**
- ◆ **How to get the best out of business networking, gaining more referrals – both from contacts and customers.**
- ◆ **Using the telephone to develop new contacts and keep in touch with existing ones.**
- ◆ **How to cold call, what to do, what not to do and why you should try it**
- ◆ **How to run small-scale customer events**
- ◆ **Short cuts for writing articles, newsletters, guides and even books.**
- ◆ **Making the Internet more your friend than an enemy**
- ◆ **How to design and run a**
- ◆ **Running a promotional campaign for increased sales.**
- ◆ **Positioning yourself for when the customer needs you – how to keep your name on their radar.**
- ◆ **How to get mentions in newspaper, TV and radio.**
- ◆ **How to develop joint venture promotional programs**

