

# Marketingology - 2 Day

## *The Art of Attracting New Customers and Markets*

**Course Description:** This two-day course will teach participants techniques for creating and attracting new customers, as well as getting past customers to repurchase. This course will begin with the fundamentals of marketing and go through each of the different media types to create a successful marketing campaign. Participants will discuss pricing, create their unique selling proposition, and examine copy which sells.

### **Course Objectives:**

#### **Objective 1: Analyze the importance of marketing**

- Examine controlling factors of marketing
- Evaluate qualities of a great market
- Discuss the four P's of marketing mix

#### **Objective 2: Identify discounts and special offers**

- Design USP: Unique Selling Proposition
- Review product life cycle
- Classify techniques for repositioning a product or service
- Analyze barriers to product positioning
- Identify guidelines to repositioning a product or service

#### **Objective 3: Analyze the types of buyers**

- Identify types of buying decisions
- Discuss consumer behavior
- Design messages which are emotional
- Examine ways change influences pricing
- Discuss the benefits of headline core competencies
- Analyze benefit statements

#### **Objective 4: Discuss mailing lists and demographics**

- Evaluate the strengths and weaknesses of differentiation
- Examine direct mail
- Discuss good yellow page advertisements, brochures, direct mail, business cards, billboards, internet, and display advertisements