

# Marketingology - 2 Days

## The Art of Attracting New Customers and Markets

**Course Description:** This two-day course teaches participants techniques for creating and attracting new customers as well as getting past customers to repurchase. This course is designed to begin with 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:**

- Analyze the importance of marketing
- Examine controlling factors of marketing
- Evaluate qualities of a great market
- Discuss the four P's of marketing mix
- Identify discounts and special offers
- Design USP: Unique Selling Proposition
- Review product life cycle
- Classify techniques for repositioning a product or service
- Identify types of buying decisions
- Design messages which are emotional
- Discuss consumer behavior
- Analyze barriers to product positioning
- Identify guidelines to repositioning a product or service
- Evaluate product life cycle
- Examine ways change influences pricing
- Discuss the benefits of headline core competencies
- Analyze benefit statements
- Discuss mailing lists and demographics
- Evaluate the strengths and weaknesses of differentiation
- Analyze the types of buyers
- Examine direct mail
- Discuss good yellow page advertisements, brochures, direct mail, business cards, billboards, internet, and display advertisements