



# Your Marketing Roadmap

## Course Brochure

### Course Overview

A focused, practical day designed to give small business owners clarity, confidence, and a clear marketing roadmap

Social media. Podcasts. Branded photography. AI “solutions.” The marketing world is overwhelming, and most small business owners are caught up in tactics without truly understanding their customer or what problem they’re solving. The result? Wasted time, wasted money, and a sense that you’re always one step behind.

### What You'll Learn

#### 1 Foundations: Brand, Purpose & Reality Check

- ▶ Understanding your “why”
- ▶ Honest assessment of where you are now
- ▶ Identifying strengths and challenges
- ▶ Spotting overlooked opportunities

#### 2 Market & Competition Insight

- ▶ Mapping your competitive landscape
- ▶ Learning from competitors without copying
- ▶ Identifying genuine market gaps
- ▶ Understanding what your customers really value

#### 3 Objectives & Direction

- ▶ Turning ambition into measurable goals
- ▶ Setting three SMART marketing objectives
- ▶ Aligning marketing to business outcomes
- ▶ Building focus and momentum

#### 4 Target Audience & Positioning

- ▶ Defining your ideal customer
- ▶ Understanding pain points and motivations
- ▶ How your customers actually make decisions
- ▶ Positioning that makes you the obvious choice

#### 5 Messaging & Channels

- ▶ Crafting messages that resonate
- ▶ Choosing the right channels for your business
- ▶ Cutting through the marketing noise
- ▶ Knowing what to ignore

#### 6 Action Planning

- ▶ Building your 30/60/90-day plan
- ▶ Prioritising activities by impact
- ▶ Building accountability into your plan
- ▶ Translating insight into action

## Who Should Attend

This workshop is built for small business owners who make their own marketing decisions. No prior marketing knowledge required.

- ▶ Running the business and responsible for marketing decisions, but stretched too thin to plan properly.
- ▶ Doing everything yourself and want a clear plan for marketing rather than a constant stream of half-finished tactics.
- ▶ Growing companies without a dedicated marketing function, where the owner is still the marketing decision-maker.
- ▶ Looking for clarity instead of overwhelm: knowing what to do, what to ignore, and what comes next.
- ▶ No prior marketing knowledge required. The workshop is designed to meet you wherever you are — whether you're completely new to marketing or have tried various tactics without much focus.

## What's Included

- ✓ Course Materials: Comprehensive workbook, templates, and reference guides to take away
- ✓ Lunch & Refreshments: Full lunch with dietary requirements catered for, plus tea, coffee, and snacks
- ✓ Certificate of Achievement: Certificate of Achievement awarded on successful course completion
- ✓ 3-Month Support: Post-course email support to answer questions as you apply your learning
- ✓ Action Plan: Personalised development roadmap tailored to your specific goals
- ✓ Premium City-Centre Venues: Easy-to-reach venues with excellent transport links and facilities
- ✓ Small Groups: Maximum 12 delegates ensuring personalised attention
- ✓ Expert Trainers: Experienced professionals with real-world expertise and engaging delivery styles

**Ready to book, or want to know more?**

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