



Become a powerful marketer by learning how to connect with any audience

Gain the confidence to solve your specific challenge with our immersive workshop series designed to empower participants with the knowledge and skills needed to address real-world marketing challenges effectively.

The power of marketing is in audience connection

Gain the skills and knowledge to become a confident leader who create a successful marketing campaign no matter what the company is selling



Starter

Uncover the essentials of effective marketing validation with the Foundations workshop.

Premium

Move beyond the basics and become a Master Communicator.

Elite

Take a deep dive into comprehensive campaign development

Scroll to See All Options 

Starter

Description

1 Day – Foundations: Validate Your Marketing

Learn how to ensure you're in the right market, with the right positioning, and targeting the right audience. This interactive session includes hands-on exercises and engaging demonstrations. Gain practical frameworks for confirming your brand identity, delve into key market research tactics, and identify or validate your audience segments.

What's Included

- **Key Elements Covered:**
 - Brand Identity
 - Market Research Planning
 - Audience Development Exercises
- **Benefits:**
 - Gain clarity on your brand identity
 - Learn how to build a strategic market research plan
 - Identify and validate your target audience segments

Cost

***Price:** \$2000

*Plus expenses

We will give a final price upon proposal delivery.

Premium

Description

3 Day – Master Communicator

Building on the Foundations workshop, we'll refine your marketing foundations, develop audience profiles, and work on your communication strategy. Learn to identify the emotional drivers of your audience, create a unique brand voice, and craft compelling messaging. Develop a content strategy tailored to your audience and channels.

What's Included

- **Additional Elements Covered:**
 - Complete Audience Profiles
 - Messaging Plan
 - Content Strategy
- **Benefits:**
 - Sharpen Your Audience Targeting with Complete Profiles
 - Develop a Strategic Messaging Plan
 - Craft Compelling Content Strategies for Different Channels

Cost

***Price:** \$4,500

*Plus expenses

We will give a final price upon proposal delivery.

Elite

Description

5 Day – Comprehensive Campaign Development:

Building on the Foundations and Master Communicator workshops, you'll apply your communication plan to multi-channel campaigns for maximum performance. Learn to build a social media plan, create a content plan, devise an advertising strategy, formulate an email strategy, and optimize your website for lead capture.

What's Included

- **Additional Elements Covered:**
 - Website Evaluation
 - Channel Strategy
 - Campaign Development
- **Benefits:**
 - Optimize Your Website for Enhanced Lead Capture
 - Develop Effective Multi-channel Marketing Campaigns
 - Gain a Holistic Understanding of Comprehensive Campaign Development

Cost

***Price:** \$8,000

*Plus expenses

We will give a final price upon proposal delivery.

**For Questions or Additional
Information**

Contact Us

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