



Marketing Mechanics WORKSHOP

In-House Workshop

“Empowering businesses to grow through innovative, solution based marketing strategy”



In many companies there is confusion about what marketing should be doing, beyond the basics of sales and advertising to contribute to the bottom line... The Marketing Mechanics Model™ equips you with the roadmap for optimal marketing.

Discover why more managers & business owners are engaging the Marketing Mechanics Seminar to enhance their organisation's marketing.

Marketing Mechanics

WORKSHOP

Marketing noun; 'a well-oiled revenue generating machine that can be optimised for improved performance'

What is the Marketing Mechanics In-House Workshop?

A strategy-rich full day workshop delivered at your premises where we:

- 1) Introduce the Marketing Mechanics Model™ for your team's use...
- 2) Identify marketing areas of improvement for enhancing sales & revenue...
- 3) Equip you with proven steps to achieve your objective in less time, for less cost...

What You Receive:

Team Training | We will introduce your team to the Marketing Mechanics Model™ - An innovative tool that will enable your team to achieve your marketing objective *in less time, for less cost*.

Assessment | Using the Marketing Mechanics Model™ we will conduct an in-depth assessment of your marketing capability to identify necessary improvements for achieving your objective.

Strategy | We will help your team formulate a step by step action plan for achieving your objective based on proven marketing methods.

Recommendations | On completion of the workshop, we will produce a report based on your organisation's assessment stating recommendations that will help achieve your objective in less time, for less cost.

How Will This Help?

#1 Achieve Your Objective Sooner | Achieve your objective *in less time, for less cost* with the Marketing Mechanics Model™

#2 Gauge Your Marketing | Gain a clear idea of how well your marketing is performing & what needs to be improved.

#3 Improve Marketing ROI | Improve the return on investment from your marketing budget spend.

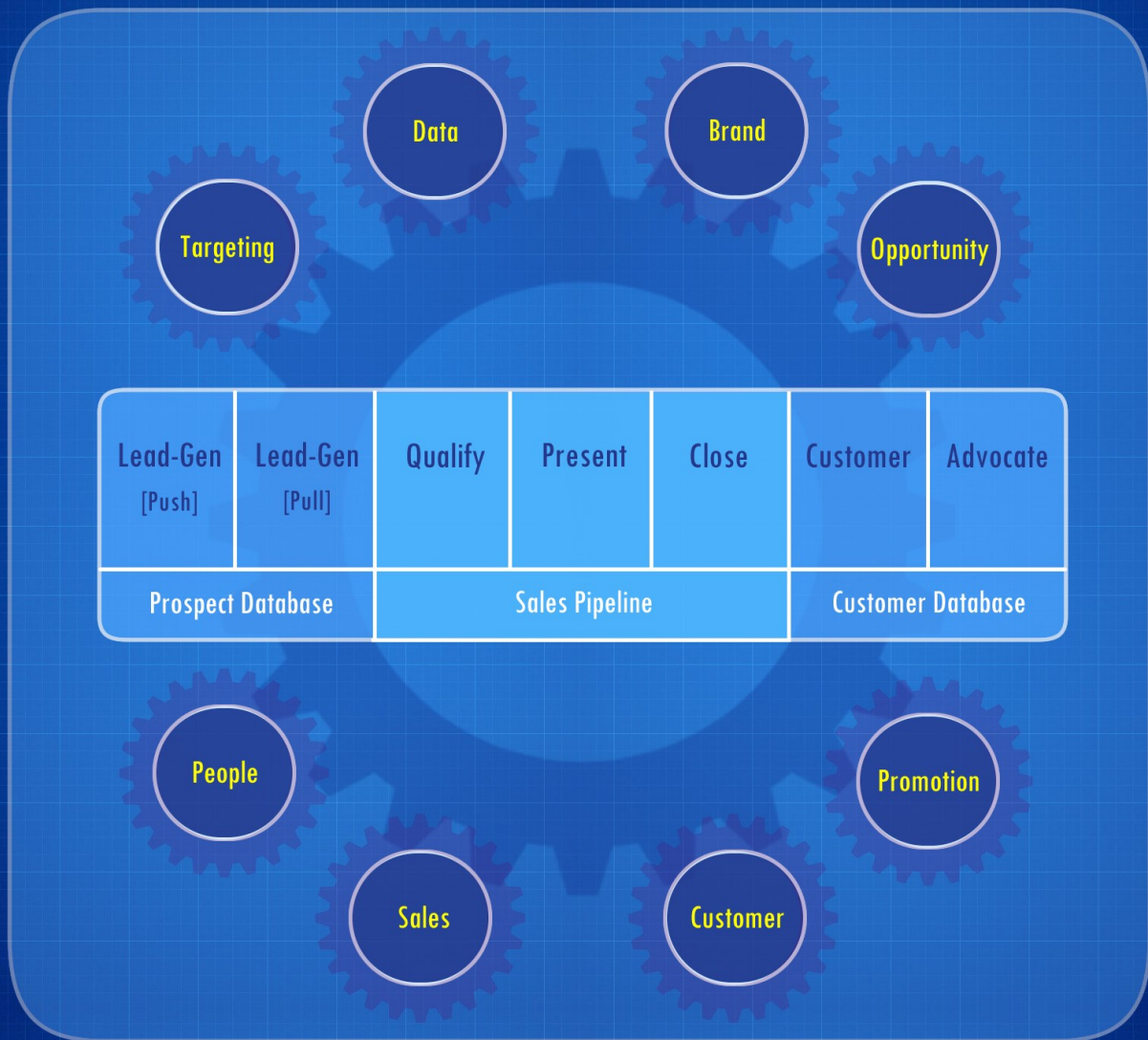
#4 Optimise Prospect Quantity + Quality | Optimise the quantity & quality of prospects flowing into your business.

#5 Drive Customer Demand | Drive demand for new or existing products & services among customers & prospects.

Give your organisation the **STAR** treatment: **S**trategy / **T**raining / **A**ssessment / **R**ecommendations



Marketing Mechanics Model™



Why have a Master on board?

Who We Are | At Marketing Masters we are more than just management consultants, we are precisely our namesake; Masters of Marketing... thanks to our passion, experience & qualifications.

Why We're Different | We recognise the gap between business strategy and marketing strategy that marketing agencies simply can't bridge - we combine the discipline of management consulting with practical marketing know-how, to enable our clients to make sound decisions based on expert advice.

What We Bring to the Table | All our consultants bring with them post-graduate academic credentials in marketing, a passion and talent for solving the most pressing challenges, and a diverse range of B2B industry experience.



Matthew B Chaban - Principal Consultant

MMkt, DipMgt (Swin) CertIV SmlBusMgt (RMIT) CertIII InfTech (MSC)

"Innovation and marketing are both at the heart of what drives a business forward. Championing marketing innovation within a company is considerably challenging and immensely rewarding – it's something I relish being a part of"

