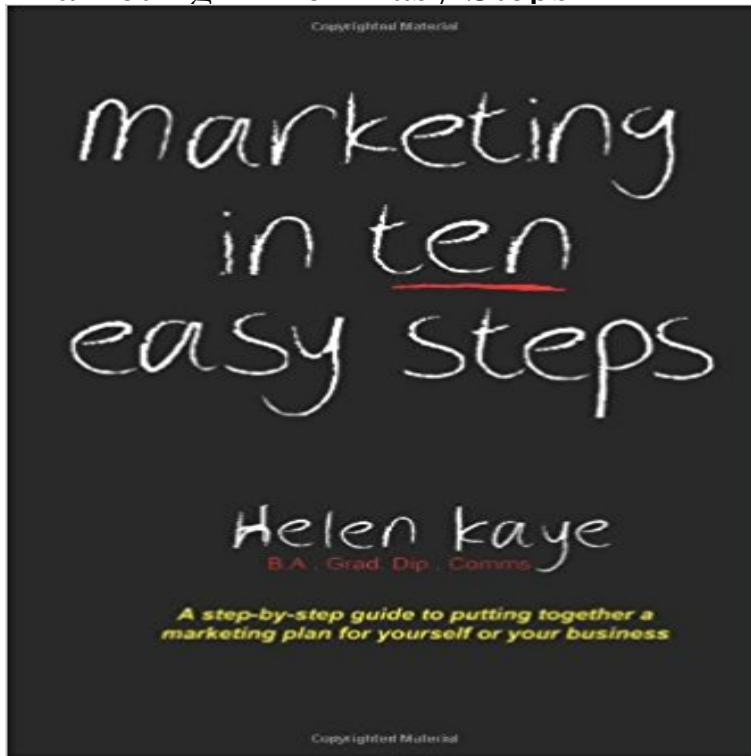


Marketing in Ten Easy Steps



Marketing in Ten Easy Steps is designed to help you develop a marketing plan to launch yourself, your product or service with a limited spend. Good practitioners apply a toolbox of marketing competencies to increase exposure for their brand, find sponsorship, provide publicity opportunities and reach clients. This workbook will look at: Branding Knowing yourself and your product or service Identifying your target market The 4Ps - product, price, placement, promotion A SWOT - strength, weaknesses, opportunities, threats The press release The photocall/media alert Looking at sponsorship opportunities Publicity and promotional partnerships, and Building networks. It includes marketing examples to guide you.

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