

Marketing Accelerator

CUE Business Solutions is offering a programme of support through the Coventry and Warwickshire Business Support Programme, the programme is part-funded by the European Regional Development Fund.

If you have an **innovative Technology-based business idea** and have not yet started a business, or registered your business in the last 12 months, please see whether our FREE support would help you.

You will need to commit to approximately 12 hours to gain a place on the programme.

The Programme Choices:

- 16-May-18, Marketing for your new business, All day workshop
- 13-Jun-18, Innovative brands, Half day workshop
- 20-Jun-18, Digital marketing for your new business, All day workshop
- 25-Jun-18, Implementing your social media presence, All day workshop
- Also available – Mentoring support

The programme in Detail:

Marketing for your new business

If you really want to move forward with your marketing this **highly interactive** workshop is for you.

Workshop content:

- What's marketing all about?
- A research-based approach
- Segment – how to group people together?
- Target – who to go for?
- Positioning – branding and the marketing mix to suit your business and your target customers
- Making it happen

You will leave this session feeling informed, enthused and motivated to develop a marketing plan to get your business out there. The session will start by looking at what you need to know and how to find it out. Then you'll profile and select your ideal customers. Once you've identified these we'll review your offering from their perspective to ensure it is attractive to them and will reach them. You'll leave the session with a plan as to the next steps to make it happen.

Innovative Brands

Workshop content:

- The role in which brands play in making decisions and building loyalty.
- Techniques available to build a congruent brand
- Determining different brand personality types and identifying which are most relevant to your brand.

- Identifying brand elements (name, slogan, icon, URL, character) – you'll be reflecting on your brand personality to start thinking about your brand elements.
- Brand building using the Consumer Based Brand Equity model, which gives you a step by step process to build a new brand from knowledge through to loyalty.
- The workshop will conclude by looking at future branding considerations and launching new offerings and where they should sit with your brand – within the existing brand or would a new brand be more appropriate. We will also look at brand extensions and in which situations they are most successful.

Takeaways

- Aware of the psychological aspect of brand choices
- Determine your brand's personality (*interactive element*)
- Choose brand elements which match the image you want to portray – (*interactive element*)
- Understand the brand building steps to launch your brand – *be able to take this away in order to launch your brand and fill in the gaps*
- Understand future branding options and their implications – *draw on this as and when it is appropriate*

Digital Marketing for your new business

Digital marketing is becoming more and more important, especially for small businesses by:

- allowing many to play on a level playing field with larger businesses.
- effectively employing Growth Hacking, a marketing practice which balances creative online marketing with experiments and analytics.

The morning of the workshop will focus on how to apply the Growth Hacking practice to email marketing. The afternoon will look at how to utilise the many tips and tricks available to small businesses in more general online marketing. We will look at areas including search engine optimisation and paid advertising on platforms such as Google, LinkedIn and Facebook.

If you really want to move forward with your digital marketing approach this **highly interactive** workshop is for you.

What will you get out of it?

- Learn the 7 Pillar Growth Hacking Model and focus on metrics that matter
- Apply growth hacking tools and techniques to your own organisation with our hands-on exercises
- How to generate and deliver successful email campaigns
- How to use hidden tricks in Google by using Google Remarketing
- Tips and tactics in search engine optimization
- Social media – which platforms could work best for your business
- How to successfully utilize social media across the whole business not just for marketing

Implementing your social media presence

- Overview of social media
- In depth look at the popular channels: Facebook, Twitter, LinkedIn
- How to use Facebook, Twitter and LinkedIn
- Overview of Tools to help you: Hootsuite, Tweetdeck, MeetEdgar
- How to create good images and videos: Canva, Video, Apps

By the end of the workshop you will:

Have a better understanding of how to implement social media on Facebook, Twitter and LinkedIn. You will also have created some new photos and videos for your social media accounts. We'll look at new ideas and tools for your marketing and you will have a clear plan with goals that you can measure for success.

You will need:

- Laptop (and charger)
- Usernames and passwords to your social media accounts

Please note - our workshops are interactive and you will need to participate in exercises to get the most out of the sessions.

Each applicant will be contacted to establish eligibility for the programme.

To express your interest in this exciting programme:

Contact Paul Bennett, Technology Business Startup Adviser, on 02476 236406 or email on businesssolutions@cuelttd.co.uk.