

Bootcamp: Business Fundamentals

New Business Marketing

Course length: 1 day (1 of a 4 day programme)

Modern marketing techniques can help new businesses accelerate sales, raise brand awareness and establish themselves quickly. Effective low cost methods of promotion are key in the early stages of business development.

This masterclass will focus on a variety of methods to maximise marketing impact. Methods include; brand positioning, lead generation, increasing transactions, digital marketing and social media.

How can it help?

- Gain a clear understanding of your target market
- Identify techniques to increase sales leads
- Understand how to position your brand
- Develop communication methods to nurture your customers and create brand loyalty
- Utilise methods to maximize SEO
- Create powerful marketing content
- Establish a clear action plan

Programme outline

Participants will be introduced to all aspects of marketing a business as well as market orientation and customer demand. The masterclass will break down the myths, jargon and barriers to effective marketing and PR campaigns. It will consider building a communication strategy to maximise business potential.

Content will include:

- Brand identity
- Identifying new target markets
- Content marketing
- Role of social media in marketing
- Use of Public Relations
- Use of Search Engine Optimisation
- Marketing action planning

Who should attend?

This masterclass will benefit new business owners launching a start-up or those in established companies who recognise gaps in their skills and knowledge.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this one day course or the full four day innovation activity that can be carried out within your organisation please contact:

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