

CREATIVE MARKETING BOOT CAMP

A two-day practical workshop including a hands-on approach to making your own marketing plan.

Marketing is one of the most important aspects of creative work, and often requires more focus and attention than it's given. This two-day workshop covers the basics of what marketing is, and gives you the opportunity to devise a practical approach for your own marketing needs.

In this workshop, students will:

- Discover the basics of what makes an excellent marketing campaign, including information about research, branding, networking and word-of-mouth.
- Uncover and workshop ways in which they can keep their current clients happy, and exploit existing contacts.
- Put together a marketing campaign, including a word-of-mouth campaign, to gain new clients and increase business.

Students will also work in groups to figure out:

- How to create the most effective personal branding;
- What makes a great website;
- Never-fail word-of-mouth tricks and tools.

By the end of the workshop, students will have a ready-to-implement marketing plan, a folder packed with information, a handful of new contacts and networking opportunities, and some fresh and exciting ideas for the future of their creative businesses.

For more information, or to register your interest...

Email info@freelancesuccess.com.au with "Marketing Boot Camp" in the subject line.

Alternatively, call the Freelance Success office on 02 9559 1901 or call Monica on 0408 211 318.

For more info about Freelance Success, visit <http://www.freelancesuccess.com.au>.

About Monica Davidson



Monica Davidson first started work as a freelance writer when she was 16 years old. After graduating from university in 1991 she started freelancing full time in journalism, film and TV. She started her production business Twoshotmedia in 1994, which specialises in creating videos for the community and government sector. In the same year Monica started running her Freelance Survival workshops, which blossomed into the fully-fledged business Freelance Success in 2004. Since then Monica has run workshops on creative freelancing all over the world and is the author of *Freelancing For Australians for Dummies*.

Monica is currently the company director of MAD Endeavours Pty Ltd, which incorporates a number of business adventures including Twoshotmedia and Freelance Success.

Course Outline – Day One

Each Section is 3.5 hours long, with a short break in the middle.
Monica will assist all groups and individuals through the practical exercises.

DAY ONE - MORNING: MARKETING

Here we introduce the basic concepts behind marketing and promotion, and some of the promotional tools that can help you with your marketing strategy.

Beginning: What is Marketing?

- Introduction to Creative Marketing: What it is, and why we do it.
- Goal Setting: Understanding where your marketing could take you.
- Who Are You? Figuring out the answer from a marketing perspective.
- Understanding Your Clients: Finding your target marketing.

Middle: The Toolbox

- Branding, Website, Word of Mouth: The Basics (to be explored later)
- The Marketing Box of Tricks: All the promotional tools you need.
- The Rest: Business cards, direct mail, advertising, merchandise, the media, events and more.

End: The Marketing Plan

- Market Research: How to do your research, and make it work for you.
- Bringing it all Together: Combining the elements of our marketing and promotion strategy.
- Marketing Plan: How to write an effective marketing plan.

DAY ONE - AFTERNOON: BRANDING

Branding is vital to business of any kind, and is something that creative businesses can do well given the right ideas.

Beginning: Branding in Detail

- Image and Branding: Working out what your sizzle is, along with the steak.
- Colour, Word, Image: Three factors to help you figure it out.
- Tailoring: Making your business and your brand fit together.

Middle: PRACTICAL – Branding Exercise

- Participants divide into groups and help each other devise and evaluate branding strategies.
- Strategies will be evaluated by one word, one colour and one image.
- This campaign will be included in their finished Marketing Plan

End: Feedback.

- Participants will discuss the branding strategies they have devised, and how they plan to implement them through their marketing plan.

Course Outline - Day Two

Each Section is 3.5 hours long, with a short break in the middle.

DAY TWO - MORNING: WEBSITES

Every creative business needs a website, and it needs to be amazing. Here's a few ideas on how to put such a website together, including tips and tricks on getting it right.

Beginning: Website Basics

- Starting a Website: Domain Names and Hosting.
- Planning a Website: How to make sure your website makes sense.
- The Essentials: Contacts, Home Page, Add-Ons, new technologies.
- SEO: increasing your Search Engine Optimisation.

Middle: PRACTICAL – Evaluating Websites

- As a group, participants and Monica will visit a number of websites and evaluate why some are working well, and others are not.

End: PRACTICAL – Planning your Own Website

- Working alone or in pairs, participants will devise their own website tree, an index of how their website will be planned out.

DAY TWO - AFTERNOON: WORD OF MOUTH

Word of Mouth is one of the most powerful marketing strategies available to small creative businesses and freelancers. Find out how to make the most of it.

Beginning: The Power of Word of Mouth

- Word-of-Mouth (WOM) Basics: The basics behind this powerful marketing tool.
- Harnessing your WOM: Thinking about your WOM strategy.
- Existing and Previous Clients: Using them as referees, and acquiring testimonials.
- Networking: Starting word-of-mouth with new people.

Middle: PRACTICAL – Putting a WOM Plan Together

- Participants divide into pairs or trios and devise their own Word of Mouth campaign.
- This will consist of using the class materials and their own creativity to help each other and bounce ideas. This campaign will be included in their finished Marketing Plan

End: The Marketing Plan

- Final elements of a marketing plan will come together in this final section, and students will give feedback to each other about their plans
- The group will discuss next steps for their marketing strategies, with at least one clear goal.
- Participants will be encouraged to create, if they want, to an online marketing support group through Skype or similar.

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