



PRESENT

ONE PAGE MARKETING PLAN (FOR CURRENT AND PROSPECTIVE BUSINESS OWNERS)



WITH
MARTIN BROSSMAN

CREATE A MARKETING PLAN THAT IS CLEAR FOCUSED, RESULTS DRIVEN AND RELEVANT. IN THIS CLASS, YOU WILL LEARN A SIMPLE WAY TO CREATE A ONE PAGE MARKETING PLAN AND A MARKETING MAP TO FOLLOW THAT INCLUDES THE WEB, SOCIAL MARKETING AND TRADITIONAL MARKETING. OFTEN THE SIMPLEST PLANS ARE EASIEST TO STAY FOCUSED ON AND TO GET CLEAR TEAM INVOLVEMENT.

MYTH: SUCCESSFUL MARKETING PLANS ARE DAUNTING TO CREATE, REQUIRE A CRYSTAL BALL AND CAN ONLY BE COMPLETED WITH THE HELP OF AN EXPENSIVE, OUTSIDE MARKETING FIRM.

TRUTH: ATTEND THIS 3-HOUR CLASS WITH HANDS-ON INSTRUCTION AND 7-STEP TEMPLATE AND CREATING A MARKETING PLAN WILL SUDDENLY BE EASY, ENERGIZING, AND MOST IMPORTANTLY, EFFECTIVE. IN FACT, YOU WILL ACTUALLY BEGIN DRAFTING YOUR ONE-PAGE PLAN DURING THIS SESSION.

LEARNING OBJECTIVES:

- ✓ HOW TO GET STARTED DEVELOPING AND IMPLEMENTING A SUCCESSFUL MARKETING PLAN AND MARKETING MAP (EXPLAINED IN THE CLASS)
- ✓ WHY IT'S SO IMPORTANT AND HOW TO USE IT
- ✓ WHAT YOUR ONE-PAGE MARKETING PLAN MUST INCLUDE
- ✓ HOW IT'S GOING TO HELP YOU SELL MORE AND BE MORE SUCCESSFUL

Martin Brossman is a leading authority on social media and online marketing. He is a business coach, consultant and a dynamic trainer known for his insight and humor. A member of the National Speakers Bureau, Martin is a popular speaker on social media topics. He teaches at North Carolina community college Small Business Centers throughout the state.

Martin offers customized coaching and training solutions for individuals and groups integrating social media, social networking and reputation management strategies. An advocate for professional transparency, Martin is a catalyst for achieving powerful business results with integrity.

THURSDAY, NOVEMBER 30, 2017

2:00 PM – 5:00 PM

OCRACOKE COMMUNITY CENTER

To register, call the Continuing Education
Registration Clerk at 252-940-6375 or
email continuingeducation@beaufortccc.edu

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