

INDELIBLE

- ✓ Marketing Basics
- ✓ Your Marketing Roadmap
- ✓ Tools and KPI's



CREDENTIALS

MINODIAIRE GMBH offers services in consulting, coaching, and education for businesses and teams focused on the values of tomorrow: Equality, Sustainability, Diversity and Well-Being.

Alicia Schweiger is certified in Adult Education and has been facilitating classes for senior leaders for over 25 years. Her extensive business expertise adds real-world value to her courses in sales and marketing, messaging, pitching, and new business planning. She has trained and coached over 10'000 senior professionals to date

ENDORSEMENTS

«I have grown up in fortune 500's surrounded by great leaders, mentors, and trainers. Alicia's contributions to the group were outstanding. World class in terms of the insights on making meaningful changes to peoples' skill set and mindset to succeed.»
Mike Dewey, P&G, 2020

«Alicia is golden. Everything she touches she sees through to success. She motivates teams brilliantly and her focused energy inspires loyalty and a 'make it happen' attitude in others.»
Dianne Brill, 2006

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ONE-LINER

An in-depth information session that covers the A to Z of marketing for small businesses, including the various tools and KPI's and addressing personal questions.

OVERVIEW

Your marketing strategy is the essential link to your customer and a successful one leaves a memorable imprint. Although endless, the marketing topic should not be scary for new business leaders.

Learn how to apply marketing across the different stages of your business, and when to tackle which marketing activity. From branding and corporate identity to the tools you plan to use - including digital marketing, budgeting and KPI's.

This introductory first session provides an overview of the marketing function and where each area of marketing fits into your business.

TARGET AUDIENCE

Junior marketing professionals.

New entrepreneurs or small business leaders.

Professionals transitioning into a marketing function for the first time.

Digital experts working in one specific area but wanting to understand the big picture of marketing.

TAKE-AWAYS

Participants will have gained a full overview of what marketing is and how it works.

They will understand how to create a relationship with the customer and how this relationship differs from business to business.

Participants will learn what type of marketing tools are used for specific scenarios or needs and understand how to measure the impact of these tools.

They will learn how to plan marketing activities across all areas of the business.

FORMAT

Information and theory shared in presentation format.

Some personal scenarios are addressed, as are questions.

Online via zoom.

Max participants 20.

Duration: 2hours.

Customised coaching sessions can then be tailored to specific needs.

Language: English

CONTENT

Theory for key learnings based on up-to-date marketing methodologies.

Group discussions and Q&A session.

Tools to use in daily work environment.

External resources via handouts, weblinks and book suggestions.

Personal checklist.