

The Kaleidoscope Coach: Marketing Training to Empower Businesses

BRAND YOU On-line Workshop
9.30am – 1.30pm Wednesday 29th March 2023

Overview

If you're a start-up business or entrepreneur with a fantastic product or service, but you're not quite sure how to get the most out of your marketing, this workshop is a **must!** Join me **from 9.30am to 1.30pm** on 29th March 2023 for top tips on what you need to start building your brand.

A brand is so much more than a logo or a name – it's your opportunity to demonstrate what you do, what's different about you and why customers should choose to work with you.

In this workshop, we'll explore how you build – or re-build – a compelling brand that comes through in everything you say and do.

We will work through the 6 key foundations to creating a brand which is truly authentic, targeted and positioned to get you noticed – and how you apply this across all your marketing activity.

We will also look at who your customers are, what you need to know about them – and how you can best use this knowledge in your marketing approach.

There will be a number of breakout sessions in which attendees will be invited to develop and expand their own thinking and build their own brand identity and customer engagement plan.

Outcomes

- At the end of the workshop attendees will have created a 6-foundation grid of their core attributes and have a clear idea of direction and next steps.
- It will help them to identify their strengths and points of difference from competitors.
- They will have begun to map out their target customers and how they can best engage with them in a meaningful way.
- It will help them to identify where their customers go (digitally and physically) and what interests them, so they can target them more efficiently.
- They will have begun to think about and write down what collateral they may need and where they may promote themselves.

About Mel Evans

I'm an internationally acclaimed marketing strategist, who has spent 30 years building and launching some of the best-known destination brands in the Midlands, including Bullring Birmingham, Highcross Leicester and Grand Central. I have also helped many smaller companies and charities to develop their brands and marketing activity. I am a professionally trained and ACC accredited coach and have launched 3 of my own businesses, so understand your needs and challenges.

Next Steps

The workshop costs **just £125+VAT** per delegate. Places are limited to ensure a personal service, so reserve your space now at mel@thekaleidoscopecoach.co.uk

You will be sent an invoice for immediate payment to secure your place on the workshop.



Mel Evans
The Kaleidoscope Coach
mel@thekaleidoscopecoach.co.uk
07740 650221

