

Workshop 7: “marketing & sales”

Write down your business’ main message in 30 words or less. (Tip: focus on the benefit you provide your customer & keep it simple)

Where and how will your messaging be used? (ie. Website, packaging, social media, ads, printed material, etc.)

Which tactics do you think you will use to get your message out there? (i.e. word of mouth, email list, social media promo, adwords, SEO, advertising, give aways, PR etc)

Where in your customer’s day will they see your message?

What’s the craziest / most creative marketing idea you have thought - or heard – of, for a business like yours?

Write down the newsworthy stories from within your organisation.

Remember 5Ws and H and keep it simple!

1: Start by exploring the themes and topics in the media handout. Note which ones relate to your business. Write them down.

2: Now focus in on the 5Ws and H - who, what, where, when, why and how. Write down the newsworthy elements of your business which fall under those headings.

Use this as the base for your own marketing/media story!