

## **Marketing on a small budget**

Tutor – Diane Edgar, I-Marketing Services Ltd.



Wednesday 9<sup>th</sup> June 2010, 10am-4pm  
Friends Meeting House, Wharncliffe Road,  
Boscombe  
£15.00 per person  
Buffet lunch provided

Course aims:

- To introduce delegates to the tools of marketing
- To show how results can be measured
- To explain the need to set objectives for every marketing £ spent
- To help delegates maximise the effectiveness of marketing activities

Outline of programme:

When marketing budgets are tight, it is important to know which marketing tools are the most cost effective, and how they can be used together for maximum results. This workshop helps delegates to set objectives, evaluate the options and make informed decisions.

Topics covered include:

- Setting objectives
- Deciding on measurement criteria
- Planning for best value for money
- Criteria used to select tools
- Selecting and using the options available
- How to use the Marketing Mix (newsletters, PR, etc) effectively
- Cost/benefit analyses
- The importance of testing
- Managing the human factor
- Effective E-marketing
- Putting together a marketing plan

Outcomes:

- Delegates will have a better understanding of the marketing tools available
- Delegates will put together a simple marketing plan for their own organizations





## Booking form: Marketing on a small budget

Organisation name	
Attendee(s) names (max 2 per organisation)	
E-mail address	
Tel number	
Any special dietary or other access requirements?	

Please return the booking form to Bournemouth CVS, Boscombe Link, 3-5 Palmerston Road, Bournemouth, BH1 4HN, with your cheque for £15 per person made payable to "Bournemouth CVS". Places are limited, so please book early. Please note that your place will not be reserved until payment has been received.

Any queries about the course, contact [david.leighton@bournemouthcvs.org.uk](mailto:david.leighton@bournemouthcvs.org.uk)

### Cancellation policy:

Up to 14 days before the event- full refund. Please e-mail the above address to request this.

After 14 days before the event- no refund but you may send someone else in your place.

