

Effective Marketing

6 week team coaching course



- ✓ Develop a 12 month Marketing Plan
- ✓ Review and assess your branding
- ✓ Track and measure activities and ROI
- ✓ Learn how to use low cost PR
- ✓ Learn how to develop a monthly newsletter

Get focused on your Marketing!

Does your accounting firm struggle to implement consistent and effective marketing strategies? Do you have a lack of time or in-house resources to implement your ideas?

If you are ready to make a commitment to marketing your accounting firm then take the first step and register for our GPL Network's NEW Marketing 101 6 week team coaching course. This course has been specifically developed and designed for accounting firms and will kick start your business with the basics you need to get started in setting and achieving your goals.

Marketing can be tricky and unpredictable so take the guess work out with this easy to grasp 6 week course! Assign one team member or select your marketing team to be on each weekly 60 minute webinar, the choice is yours. The investment for this 6 week course is very affordable at just \$2,000 + GST. Upon completion of the course you will also receive a **BONUS Gift** – GPL Network's "The 4 Pieces of the Marketing Puzzle" CD valued at \$495.

After completing this course, marketing will seem less confusing, less threatening, and more tangible for your firm. You have the opportunity to get as many team members involved as you like, however there must be one key person assigned per firm.

Our first group (limited to 6 firms) will begin on **Wednesday 20 January 2010 at 2:30- 3:30pm- QLD time** and will be facilitated by Paul Jansz (GPL Network's Managing Director and Business Coach) via weekly 60 minute webinars.

Course Outline

- Module 1. Allocate your marketing budget and assign your team
- Module 2. Branding, USP and Guarantee
- Module 3. Develop your Menu of Services and Marketing pack
- Module 4. Profile your clients and create a client database for marketing purposes
- Module 5. Websites – Newsletters – Client events and referrals -PR
- Module 6. How to generate the right leads and measuring performance of activities

Key Outcomes

- Build a 12 month marketing plan to suit your objectives and budget
- Create a menu of services to match your ideal client base
- Review and assess your existing branding
- Learn how to track and measure your marketing activities
- Develop and maintain a client database for marketing communication
- Learn how to use low cost PR to boost your business

If you would like to register your firm for this course, simply please fill in a registration and payment form and select your preferred course. Then fax back to us on 07 5588 5122.