



MARKETING BOOSTER 2.0

Hands-on marketing workshops for entrepreneurs



BDC Consulting is ISO 9001:2008 certified

Develop an integrated marketing strategy for your business

Interactive workshops • Practical tools • Online marketing plan • Small group setting • Personalized coaching

For a busy entrepreneur running a thriving business, it can be easy to get caught up in day-to-day operations and take an ad hoc approach to marketing. Unfortunately, this can leave you in a vulnerable position, as you may miss out on opportunities or prevent yourself from achieving consistent results. Our Marketing Booster 2.0 workshops are designed to address this challenge by giving you all the knowledge and tools you need to establish a structured, results-driven and sustainable marketing structure for your business.

Learn in a dynamic, small group setting

The Marketing Booster 2.0 workshops are designed to provide an interactive and dynamic learning environment in which you'll learn not only from marketing experts, but also from your peers. Indeed, the program is offered in a small-group setting, with only five to ten entrepreneurs per session.

In addition to learning to apply marketing theory and best practices from BDC consultants, you'll also get to share experiences and ideas with like-minded entrepreneurs in group discussions. "I've been there!" can be reassuring words to any business owner. Learn from the challenges and successes of others, and brainstorm creative marketing solutions in a stimulating environment.

The Marketing Booster 2.0 program includes:

1. Practical, hands-on workshops

The program is offered in workshops, divided into four broad marketing topics.* Digital marketing strategies are covered throughout the program.

1. Company assessment
2. Competitive review
3. Marketing strategies
4. Marketing and communication action plan

*See reverse for a detailed description of topics.

The program comes with the following learning material:

Participant's binder • USB key with complete program content • Reference guide • Practical tools

2. A complete suite of practical tools*

Customer satisfaction surveys, value propositions, action plan templates, process maps, positioning grids and much more.

*See reverse for complete list.

3. Personalized coaching sessions to get strategic and tactical marketing advice on implementing an action plan (Option 2 below)

Program format options*

Option 1: 4 x 3-hour workshops = 12 hours

Option 2: 4 x 3-hour workshops = 12 hours

+ A determined number of personalized coaching hours

*Workshops include a total of 12 training hours, but formats may vary. Contact your local business centre for more information. Locate your business centre at bdc.ca/businesscentres.

Visit bdc.ca/marketingbooster



MARKETING BOOSTER 2.0

Workshop content

MODULE 1: COMPANY ASSESSMENT

- > Mission and objectives
- > Internal environment
- > Your products and services
- > Your brand
- > Your website

Your marketing tools

Business profile • Sales and marketing budget • Value proposition • BCG Matrix • Innovation – Marketing component • Product data sheet • CSA standard

MODULE 2: COMPETITIVE REVIEW

- > External environment
- > The competition and positioning
- > Segmentation and target market
- > Value proposition update

Your marketing tools

Analysis of the competition • Analysis of the competition's strengths and weaknesses • Differentiation matrix • Competition analysis grid • Competitive positioning grid • Positioning example • Positioning grid • Classification of existing customers • Example of segmentation • SWOT analysis form

MODULE 3: MARKETING STRATEGIES

- > Marketing and sales strategies
- > Sales
- > Distribution strategies
- > Digital marketing strategies
- > Customer relationship management

Your marketing tools

Detailed and simplified sales and marketing plan • Simplified sales and marketing plan • Marketing planning and implementation process • Sales process diagram • Job descriptions • Evaluation sheets • Commercial representation agreement • Choosing the right distribution network • Distribution contract • Simplified distribution agreement • Selecting and managing agents and distributors • Customer satisfaction survey • Selecting a CRM package

MODULE 4: MARKETING AND COMMUNICATION ACTION PLAN

- > Marketing and communication action plan
- > Digital ecosystem
- > Search engine marketing
- > Social media marketing

Your marketing tools

Media plan • Communications plan • Planning sheet for trade shows • Example of a press release • Marketing calendar

Visit bdc.ca/marketingbooster