

FROM SME TO A BRAND LEADER - BOOT CAMP

CREATING A MARKET LEADING BRAND

WEEK ONE: BRAND VISION

- Positioning and The Competition Matrix
- SWOT Analysis
- Buyer personas
- Your 'why' and brand value propositions

WEEK TWO: BRAND DESIGN

- Brand name and hierarchy
- Your personal brand
- Creating or refreshing your brand logo
- The Brand Style Guide
- Trade marks and protecting your brand

WEEK THREE: BRAND COMMUNICATIONS

- Target market and channel partners
- Taking your message to market
- Determining your marketing channels
- Your PR strategy

WEEK FOUR: BUILDING YOUR ONLINE PRESENCE

- Building your online business model
- Determining your social media channels
- Creating your lead generation process
- Building the funnel with pay per click

WEEK FIVE: YOUR MARKETING STRATEGY

- Determining ROI and your marketing budget
- Developing the project brief and outsourcing
- Tools, analytics and measuring performance
- Your 12 month marketing plan

BOOT CAMP REGISTRATION (max of 4 businesses)

Name: _____

Business Name: _____

Website: _____

Email: _____

Payment option: \$200 weekly x 5 weeks \$900 upfront

Payment method: Credit Card EFT Direct Debit

Signed: _____ Date: _____

Send to: info@thebrandmanager.com.au

www.thebrandmanager.com.au

YOUR WORKSHOP FACILITATOR



Tony Eades - Brand Strategist, Creative Director and Strategic Marketing Consultant.

As Director of Brand Strategy at BrandManager, Tony assists businesses large and small to become market leaders through brand strategy, creative communications and strategic marketing-delivering measurable ROI across multiple digital platforms.

Tony is the the digital brand expert for Kochie's Business Builder and writes for a number of publications on business brand strategy.

Your investment is just \$200 per week for the 5 week Boot Camp or \$900 upfront. Limited to 4 businesses only.

Workshop Venue:

Suite 213, 14 Lexington Drive, Bella Vista
P: 1300 553 033

