

RIBO accredited

## Garden Marketing

# Planting the seeds to grow your business.



## What Should Marketing Do For You?

- Increase opportunities to make a sale.
- Increase the number of prospective customers that know about your product or service.
- Be cost effective.
- Increase customer retention.

The **Garden Marketing Workshops** can help you achieve all of this and more through a common sense approach to marketing and business growth.

## What should you understand about marketing?

Marketing is not rocket science. The **Garden Marketing Workshops** will help you understand both how marketing works and why.

It will also give you the information you need to get the best results for your business when dealing with a marketing or advertising professional.

Learn the questions to ask to be sure that great opportunity really is a great opportunity.

## Garden Marketing - helping business grow.

## Garden Marketing

A common sense approach with measurable results.

### Some feedback from past participants

“Helped me to look at things from a different perspective/left with ideas I can apply... Very informative and enlightening!”

“Helped me to understand the ‘concepts’ of marketing.”

“Developed a new tag line in the workshop.”



## Registration Form (Please Print)

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail Address\*: \_\_\_\_\_

**\*Note:** Due to class sizes, email address is mandatory in order to confirm registration.

### Session (Please choose 1)

- April 20, morning 9:30 - 1:00 course code GM101-04110A
- April 21, morning 9:30 - 1:00 course code GM102-04110A
- May 18, morning 9:30 - 1:00 course code GM101-05210A
- May 19, morning 9:30 - 1:00 course code GM103-05110A

### Payment

- Gift Card - Number on back of card \_\_\_\_\_
- Cheque - Make cheque payable to Marcucci Studios
- Credit Card -  MasterCard  Visa

Name on Card \_\_\_\_\_ Expiry MM / YY \_\_\_\_\_

Number on Card \_\_\_\_\_

Signature \_\_\_\_\_

Cost: \$150.00 / Workshop  
\$350.00 for full course

Mail cheque to Marcucci Studios, 10 Lynn Rd, Toronto, Ontario M1N 2A3  
Fax Credit Card information to Marcucci Studios at 416.694.0044

**Note:** additional classes may be offered, please contact us if you would like to take the workshop at another time. Corporate and groups sessions are also available.

\*\*30% cancellation fee applies with less than 10 days notice.

Visit [www.marcuccistudios.net/mWorkshop.php](http://www.marcuccistudios.net/mWorkshop.php) for more information and map.

All workshops will be held at:

1234 Kingston Road, Toronto, Ontario M1N 1P3  
(corner of Kingston Road and Fallingbrook)

## Garden Marketing

*Better Marketing through Better Understanding.*

The goal of the Garden Marketing Workshops is to help you grow your business by better understanding your customers. Most small business marketing fails, not due to lack of effort or desire but due to misplaced focus. Our hands-on workshops will get you thinking about your product or service like a customer would. You'll learn how best to reach them, where to find them and what to say when you do. Putting these things together will increase your visibility and your bottom line.

The course is broken into 3 sections or workshops: Customer, Message and Results. Each workshop takes approximately 3 hours and 30 minutes, with 3 hours total of in-class time.

The Garden Marketing Workshop is suitable for all businesses and is also **accredited by RIBO for the Brokers' Continuing Education Program.**

### Garden Marketing Workshop 101

This 3 hour workshop will focus on understanding your customer and exploring your current market message. The goal of GM 101 is for all participants to leave with the start of a Right Customer Profile and a rough outline of their message.

**Prerequisites:** an open mind, willingness to learn and desire to grow your business.

### Garden Marketing Workshop 102

This 3 hour workshop will focus on message delivery and understanding marketing costs. It answers questions like does the media influence the message and what should it cost to get a new client? Participants will leave with the understanding of how to budget for marketing and assess different marketing opportunities.

**Prerequisites:** GM 101; customer profile from GM 101; 3 copies of different competitors' marketing pieces; an open mind, willingness to learn and desire to grow your business.

### Garden Marketing Workshop 103

This 3 hour workshop will focus on understanding the seasons of your business and how to interpret the customers' actions. Participants will leave with a basic 12-month Marketing Plan and outline for tracking effectiveness of marketing initiatives.

**Prerequisites:** GM 102; Marketing Budget based on GM 102 math; an open mind, willingness to learn and desire to grow your business.

