

Impressive Marketing Plans on a Small Budget

'Really put things into words I could understand, with relevant scenarios. Hugely responsive to our concerns.'

Delegate from Palgrave on an in-company course

'The workshop [was] exactly what I was hoping for. Clear, practical, relevant, informative – I'm looking forward to putting what I learned into practice.'

Delegate from Policy Press

Today's marketers have to assess the value of an ever-increasing range of activities and justify decisions in terms of anticipated ROI. As if that's not challenge enough, authors and editors can have high expectations, yet often time and money are in short supply.

This workshop is designed to help you capture the value of all areas of marketing activity and present them positively and professionally, even when resources are limited.

Includes:

- The customer journey, market segmentation and the marketing funnel, the marketing mix, the 4Ps, and how all of this applies in the real world
- The key activities and channels and how to make use of them cost-effectively
- Setting precise objectives and targets
- Devising and managing a budget
- Marketing plan templates
- Getting the best from authors and the value of author questionnaires
- How to sell a small budget plan to a big author ego
- Measuring and reporting on results/ROI.

Course tutor:

Rachel Maund takes particular pleasure in devising marketing plans that cost next to nothing, making her perfect material for a lifetime career in publishing. She's guaranteed to offer pragmatic advice whatever your sector or budget.

What's the day like?

It's a mix of tutored sessions on the 'why' and the 'how' of planning and budgeting, and short exercises to get delegates thinking creatively.

Who should attend?

Anyone with the new responsibility of marketing for a specific list, especially in academic, STM or professional markets, or anyone who has tended to shelve the 'planning' through lack of time.

**CHECK UPCOMING DATES NOW AT www.marketability.info/marplan
EMAIL rachel@marketability.info or PHONE +44 (0)20 8977 2741**