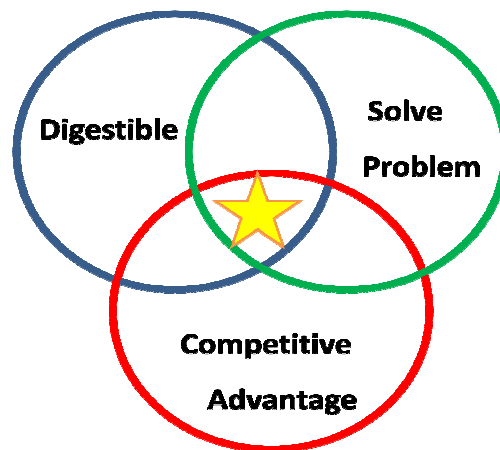




## *Sweet Spot of Marketing Workshop*

Content is the new currency of effective marketing. Businesses can no longer get away with blasting messages, proudly trumpeting their products or services, expecting customers to respond.

This workshop explores how to develop and deliver content that truly adds value by identifying your sweet spot where content is DIGESTIBLE, SOLVES PROBLEMS and is grounded in your COMPETITIVE ADVANTAGE.



An interactive workshop that enables this practical model to be applied to your business, arming you with a clear action plan to deliver content that truly adds value.

This workshop can be delivered in house to meet a specific business challenge or facilitated in a group setting to enable sharing between business leaders.



Contact James at [jatkins@vantagemarketing.com.au](mailto:jatkins@vantagemarketing.com.au) to arrange a discussion to determine how this workshop could help your business grow.