



Marketing in Volatile Times

There is no doubt that the current economic volatility is creating real challenges for marketing.

Many businesses have responded by doing more, shouting louder and being all things to all people. This is just resulting in even more noise making it difficult to cut through.

This workshop explores the key challenges facing marketers and looks at ways to not only deal with the environment, but benefit from it.

Key issues explored in an interactive problem solving session include:

- Narrowing your focus – being even more single minded about your target market
- Simplifying your message so that it has true resonance, and
- Executing everywhere so that your competitive advantage and value proposition are reinforced at each and every touch point

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 to arrange a discussion to determine how this workshop could help your business grow.