

# SKILLS CHANNEL TV

## TALENT DEVELOPMENT FOR BROADCASTERS



Skills Channel TV provides tailored training specific to broadcasters and screen based company's needs. We have a great team of associates who have worked in the industry and have a track record of providing high impact learning. Skills Channel TV gives you experience and quality to get the best out of your talent.

***“A child of five would understand this. Send someone to fetch a child of five.”  
Groucho Marx***

<b>Workshop Title:</b>	<b>Marketing: Right Customers, Right Profit</b>
<b>Aimed at:</b>	Business owners and senior managers in the media industry who wish to review their organization's marketing activity, understand the concepts and learn practical techniques to help boost sales and profits. An inspiring and interactive workshop.
<b>Aim:</b>	To explore proven concepts and gain new perspectives on marketing to help attract the right new customers and gain repeat profitable business from good existing customers.
<b>Duration:</b>	One (very full) day
<b>Content:</b>	<b>Basic marketing concepts</b> <ul style="list-style-type: none"><li>▪ Marketing v. Advertising; Promotion v. PR</li><li>▪ What market are you in?</li><li>▪ Understanding your market</li><li>▪ What are your customers buying?</li><li>▪ Understanding your customer</li><li>▪ Market segmentation; Product / Service range</li><li>▪ Vision planning and growth strategies</li><li>▪ The Marketing Mix</li><li>▪ Developing marketing strategies that work</li><li>▪ Features, Advantages, Benefits</li><li>▪ Attracting the right customers</li><li>▪ Networking – It's who you know !</li><li>▪ Preparing marketing literature and support material</li><li>▪ Website format, content and style</li><li>▪ Selling more / maximising the sale</li><li>▪ Gaining customer loyalty and repeat business</li></ul> <b>Competitor analysis</b> <ul style="list-style-type: none"><li>▪ Finding the gap in the market</li><li>▪ Getting an edge</li></ul>
<b>No of Participants:</b>	Maximum 12 people
<b>Speaker:</b>	Greg Clarke is an acknowledged marketing specialist, business trainer and author published in three languages. He has been a long standing associate of Skills Channel TV. His insightful workshops have been described as inspiring, practical and highly productive, helping to identify how to make £thousands or save £thousands.

For more information visit [www.skillschannel.tv](http://www.skillschannel.tv) or call 01536 522792