

Small Business Marketing and Brand Strategy Workshop

Date: March 20, 2024

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Workshop Overview: This workshop provides the aspiring outdoor industry entrepreneur with essential marketing and branding basics to develop a marketing plan and brand strategy. Next, the workshop also explores real-world examples of marketing in practice. It concludes with an overview of related marketing topics for new outdoor business owners to consider as part of their marketing efforts.

Workshop Learning Objectives:



1. Comprehend and apply the fundamentals of marketing analysis, segmentation, targeting, positioning, and consumer behavior
2. Recognize the elements of the Marketing Mix and how they are used in developing the marketing strategy.
3. Learn the marketing plan components and their role in executing the marketing strategy.
4. Develop an understanding of branding essentials and the necessary elements for creating a brand.
5. Recognize marketing and branding essentials in practice
6. Learn the role other topics have in developing a brand's marketing strategy

Workshop Outline

<p>Part 1 – Marketing Essentials <i>Topics covered include a brief history of marketing, marketing analysis, consumer markets, consumer behavior, segmentation, targeting, positioning, marketing mix, and marketing plans.</i></p>	<p>Part 2 – Branding Essentials <i>Topics covered include developing brand mission and vision, choosing branding elements, identifying the ideal brand customer and creating brand focus.</i></p>
<p>Part 3 – Marketing in Practice <i>This section applies concepts from Part 1 and 2 in developing outdoor consumer segments, the importance of marketing mix in brand strategy, and lessons learned from creating a new brand.</i></p>	<p>Part 4 – Related Topics <i>This section covers additional related marketing topics such as sustainability marketing, brand marketing to retailers, content marketing, and brand storytelling.</i></p>

