



Marketing Mentoring

LoveSmallBiz.com

Master your marketing. Build your dream.

Our pay-as-you-go online mentoring includes:

- ✓ Weekly confidential online (Skype/Zoom) consultation for individuals or teams
- ✓ Understanding your market and your customers
- ✓ Assessing strengths, weaknesses, aspirations, opportunities, threats and results
- ✓ Message development: refining how you describe your products and services
- ✓ Marketing planning: SMART goals, channels, activities, budgets and timelines
- ✓ Easy to use tools and templates
- ✓ 4-, 8- or 12- week commitment (1 hour advice/idea session per week + follow-up)
- ✓ New skills you can use for the life of your business
- ✓ Accountability: helping you keep to deadlines and budgets
- ✓ Peace of mind and confidence – even if you have no prior marketing experience

The mentoring process:

Our **confidential process** will help you frame and execute your marketing to follow directly from your organisation's business goals – and to help you set aside any reservations you've had in the past, such as being overwhelmed by options or fear that you'll make expensive mistakes.

Our **specially designed tools and templates** facilitate this process by helping you develop your marketing in a logical and straightforward way, giving you at once an understanding of the big picture concepts and details required to succeed.

In each **one-hour session** we'll walk through each tool in a systematic way and ask the tough questions necessary to succeed. Between calls you will have homework (researching, developing priorities, budgets, timelines, etc.) that we can evaluate and discuss in each subsequent session.

By the end of your mentoring programme you'll have the **skills and confidence** to take your company to the next level, regardless of your complexity, budget or previous experience with marketing..

Sample mentoring programme*

Weeks 1-4

- Discovery: SWOT analysis, audience and competitors
- Marketing strategies ideation
- Marketing tactics ideation
- Basic marketing calendar

Weeks 5-8

- Detailed marketing plan
- Detailed marketing calendar
- Detailed budgets
- Materials creation for business, community or web

Weeks 9-12

- Deploying your marketing plan
- Outreach through various channels
- Measuring results and course corrections
- Future-proofing your marketing

PLAN (€349)

BUILD (€599)

GROW (€799)

**Content of each mentoring programme is unique to each client.*

Book your mentoring sessions today at: www.lovesmallbiz.com

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