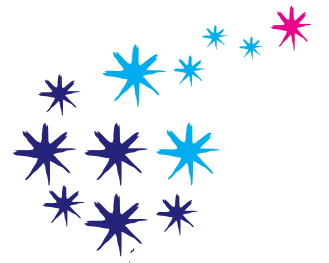


# THE MARKETING COMPANY



## The Essential Marketing Boot Camp™

Walk away with a 12-month prioritised, budgeted and time-lined marketing plan to maximise your business success.

# Welcome to our flagship marketing programme!



## Where you might be:

- Like over 50% of businesses, you don't have a proven active marketing plan you refer to on a weekly basis.

## What this can mean:

- You likely waste time and money on the wrong marketing tactics
- You may miss marketing opportunities
- Your team likely waste countless hours second-guessing what marketing to do each month

Do you want a prioritised marketing plan that ensures greater results?

Do you want to set a clearer marketing budget that you can stick to?

Do you want to produce more measurable and consistent marketing results?

If yes, then you need to attend the renown **Essential Marketing Boot Camp™** today!

## Course Outcomes

- Walk away with a prioritised, budgeted, robust marketing plan
- Become more focused and proactive with your marketing tactics
- Build a plan around affordable, measurable, practical marketing
- Increase your sales & profits through marketing!

## Client Success Stories

- *“Great course. I am sure it will create £250,000 of extra sales for us over the next 12 months.”*  
– Jorn Reeves, THX UK Ltd
- *“I don’t think there is any other way for a company to create a comprehensive marketing plan, and an action plan for the year. The expected returns over the next 12 months are \$2,000,000”*  
– Rob Foster, Accent Group, New Zealand.
- *“Awesome training. This course is a must- even for small businesses. I think this will grow us by 20% over the next 12 months.”* – Bruce Pearse, Secure-a-field, UK
- *“After the Boot Camp I now have a knowledgeable focus and the confidence to fulfil the position of Marketing Manager and add value to the company.”* – Beth Simpkin, Doors n’ More, New Zealand.

## You will learn how to:

- Use your competitive advantage and USP correctly
- Choose the right digital marketing tactics to focus on
- Pick what traditional marketing to use in your business
- Combine digital, online and traditional marketing together
- Build your marketing plan around clear outcomes
- Stick to your plan when people may distract you!
- Put each marketing action into a clear timeline to follow
- Better measure your marketing to be more proactive
- Budget correctly for each area of your marketing



If you are unable to see how **you can double your return on investment** after attending any of our courses, we will refund your money. *See our website for more details.*

## Four flexible options to take your marketing and confidence to the next level:

### The Essential Marketing Boot Camp™ In-house Delivery

- Tailored exclusively around your business
- Just 1 day face-to-face, plus 1-2 hours of preparation
- Held at your place of work to allow you to stay on top of your business
- At a date that suits your team

**Bonus:**

Each attendee receives an Extended DISC Behavioural Profile Worth \$250+GST

#### Investment

AU / NZ : \$4925+GST + Travel (up to 5 attendees)

### The Essential Marketing Boot Camp pro™ (In-house Only)

- Tailored exclusively around your business
- Runs for 2 days to allow for more debate and relevant discussion
- Held at your place of work to allow you to stay on top of your business
- At a date that suits your team

**Bonus:**

Each attendee receives an Extended DISC Behavioural Profile Worth \$250+GST plus a marketing Team Collaboration Report worth \$900 to maximise their effectiveness and teamwork.

#### Investment

AU / NZ : \$9850+GST + Travel (up to 5 attendees)

### The Essential Marketing Boot Camp™ Pure Online

- Complete your marketing plan in under a day!
- Learn the essentials of marketing as you follow each step
- Get 14 days of access to repeat any step
- Receive the marketing plan template to implement easily

**Bonus:**

Receive an Extended DISC Marketing Profile Report worth \$250+GST

#### Investment

AU / NZ : \$1250+GST      GB : £675 (no VAT)  
US : \$850 (no GST)      CAN : \$1250 (no GST)

### The Essential Marketing Boot Camp™ Public Delivery

- Share ideas with others from other industries
- Just 1 day face-to-face, plus 1-2 hours of preparation
- Walk away with an electronic plan to implement immediately
- Fixed date of delivery at a central location

**Bonus:**

Each attendee receives an Extended DISC Behavioural Profile Worth \$250+GST

#### Investment

AU / NZ : \$1985+GST per person

All prices are subject to change without notice, see the website for the latest pricing.

## Who is THE Marketing Company?

We are one of Australasia's leading marketing training companies. Since 2004 we've helped over 6000 businesses make more money in their business through using proven world-class, practical, affordable, measurable marketing tactics. We've helped businesses in over 10 different countries across 3 continents, from New Zealand to the UK, from Australia to the US. We've even been published on this subject, in the UK, through Sue Richardson Publishing with The Authority Guide to writing & implementing a market plan. Most of our clients claim this boot camp will help them make hundreds of thousands in extra sales, while saving them time and money by being more focused. We love what we do, and our passionate Expert Facilitators are sure you inspire and lead you to greatness!