

Work out your marketing without breaking a sweat!



Come meet with other small business owners and marketing directors to learn a variety of marketing solutions that are actually useful and practical!

The workshop format is designed to help you solicit feedback from other participants, so you can learn to take control of your own company's marketing activities.

Location

ROBOT
1114 S. Saint Mary's #200
San Antonio, TX 78210

Time

11:30 a.m. – 1:00 p.m.

Cost

\$45 (includes lunch)

RSVPs and Prepayment Required

Because workshops are limited to 8 participants in non-competing industries, RSVPs and prepayment are required and spots will be filled on a first-come, first-served basis.

RSVP TODAY

CALL - 210-476-8801

EMAIL - katie@robotcreative.com

ROBOT Marketing Gym 2009 Q4 Schedule

Wednesday, Oct 28

Social Media - Is it right for you?

Tuesday, November 17

Annual Planning

Wednesday, December 9

Annual Planning

**For course descriptions,
see reverse side.**

For more information, email katie@robotcreative.com or call **210-476-8801**

Workshop Descriptions:

Annual Planning

Throw the formal marketing plan out the window (if you even have one at all)! Because if it's not simple, it probably won't get done.

This workshop is in response to the question, "What can small business owners/managers do to stay focused on their marketing efforts even when things get tough or busy?"

This workshop will provide practical, effective ideas for staying on top of your marketing efforts. If you can put aside 1 hour a week, you can stay on track. By implementing even the most simple form of a marketing plan, you will see improvements in your client, vendor and prospect relations...and your SALES! Come learn how!

How to Buy Web Design

This course is for anyone who is thinking of building a new website or upgrading an existing one. Website development is expensive and highly technical – a nasty combination if you are not a technical person, and you are tasked with making purchasing decisions. Many purchasers are left comparing apples and oranges with nothing but the bottom line to compare.

This course will outline the basic cost drivers and help purchasers understand the ins and outs of the purchasing side of web design. Armed with the necessary information, you will be able to approach purchasing with confidence and make sure you get the best quality product and best services match for your money.

Increase Customer Retention

It's easier and far less expensive to keep existing customers than it is to go out and find new ones. If you don't have a customer retention program in place, you could actually be losing sales! Whether you need to start from scratch or strengthen an existing program, this workshop will give you simple ideas that can be immediately implemented. **What we will cover:**

- Database Management and Segmentation
- Building and Measuring Customer Satisfaction
- Strategies for Continual Contact and Customer Loyalty

Social Media - Should you buy into the hype?

It's the latest craze and with good reason - but is it right for your business? As a small business, social media can provide inexpensive, self-managed publicity, personality development and community building. It can also be a giant waste of time, an expensive outsourced activity and a haphazard distraction. This workshop is meant to foster a discussion of social media and its place in an overall marketing strategy for small businesses - pros and cons, time commitments and costs. Come to this session to hear what other businesses are doing and considering. Bring your successes and your disappointments!

Solidify Your Messaging and Identity

Bring all of your materials! From brochures to business cards to signs to your website to your sales proposals to your ads. Even bring samples of your competitors' materials! Bring it all and be part of a guided group critique. **What we will critique:**

- Consistency of message
- Consistency of image
- Does the message match the market?
- Do you have a unique, clear message?
- Is your positioning among the competition clear?

Get first-hand tips on things you can improve RIGHT NOW to help you with your sales / marketing / advertising efforts.

Driving Traffic to Your Site

How do you get people to your website? There are numerous strategies that you can employ to market your website, and this workshop will help give you the overview to determine which is best for your business. **What we will cover:**

- Search Engine Optimization
- Pay Per Click Advertising
- Online Directory Listings
- Email Mailing Lists and Newsletters
- Printed Advertisements and Direct Mail
- Day-to-Day Business Communication
- and more!

Email Marketing 101

Email marketing has become an effective tool for tons of businesses...can it work for you? This workshop will introduce you to the basics of email marketing and how you can use it to stay in front of your current customers and build relationships with new contacts. **Things we will cover:**

- Benefits of email marketing
- Building permission-based lists
- Managing your mailing list
- Costs of email marketing
- Getting started with Constant Contact

At the end of the workshop, you will have the knowledge that you need to start using email marketing in your business. This workshop is one of the fastest to fill up each time we run it, so quick RSVPs are recommended.