



## **Marketing Professional Services One Day Seminar 2015**

A combination of lectures, group discussion, and group and individual activities designed to improve the organizational marketing capabilities, and individual marketing skills within a professional services firm.

Note that this seminar focuses on organizational marketing strategy and tactics only. Individual sales skills and practices including understanding B2B buyer behavior, personal lead generation and closing skills are covered in our **Selling Professional Services One Day Seminar**.

### **8:45 Arrival and Coffee Service**

### **9:00 Positioning A Professional Services Practice**

- Positioning A Professional Services Practice:  
Defining, Communicating and Proving Your Expertise
- Why Positioning on Expertise Matters to Buyers
- The Structure and Creation of A Strong Positioning Statement
- Creating Compelling Benefit Statements
- Why and How Positioning Drives Branding

### **11:00 Managing Social Media**

- The Role of Social Media In A Professional Services Firm
- Which Social Media to Use
- Tools for Managing Social Media Across Multiple Platforms

### **12:00 Working Lunch & Website Discussion**

- Tools for Assessing and Monitoring Your Website Performance
  - Alexa, etc.
  - Google Analytics
  - Marketo Website Analyzer

### **1:00 Marketing Automation for Inbound Lead Generation**

- Marketing Automation Explained
- Assessing Your Marketing Automation Readiness
  - Market Position
  - Understanding B2B Buyer Behaviour
  - Content Generation Ability
  - Lead Generation Requirements
- The Foundations of Marketing Automation

- CRM
- Website
- Marketing Automation Software

### 3:30 **Managing Content Generation**

- Creating A Content Calendar
  - How Much Is Enough
  - The Email, Blog Posts, Social Media Connection
- How Content Drives Traffic
- How to Get The Entire Firm Creating Content
- Repurposing Content Across Media and Into Speeches and Published Articles

4:30 **End**

### **Fees and Additional Options**

- **Seminar Fee** - \$5,000 (CDN) plus taxes. Room rental, catering, and travel costs (if any) will be billed in addition to the seminar fee.

In Winnipeg, The Manitoba Club is available at no additional cost except for catering (catering options include in room dining with a buffet, a predetermined plated meal, or à la carte dining off the Buffalo Bistro menu).

- **OPTIONAL: Attendance at Marketing Meetings** – Cal can attend marketing meetings immediately after the training is complete to help reinforce and embed the processes into the organization and answer any questions that come from the implementation of the learning. \$250/90 minute meeting (this can be decided any time before or after the training)
- **OPTIONAL: Personal Coaching** – Cal can provide personal telephone coaching to individuals after the training to help implement the personal marketing skills acquired in the seminar. \$125/45 minute session (this can be decided any time before or after the training)