

BRISBANE WOMAN Workshop and Networking Evening (Tuesday 12th January 2010)



Low Cost Marketing

to Grow Your Business in
2010!

**Does marketing your business confuse
and overwhelm you? Are you not sure where to start?
Do you only have a tiny budget but need it to stretch a long way in
2010?**

Marketing is an essential part of every business, but can be very confusing when you are starting out, especially if you haven't had to think about it before. What are the most effective forms of marketing a new business?

Some businesses seem to get it just right and others waste heaps of money, for very little return. We are going to show you the difference and ensure your marketing budget will bring the return your business deserves in 2010.

In this workshop, you will discover:

- ✿ How to write a simple, cost effective marketing plan
- ✿ What a target market is and why it is so important to know yours
- ✿ Low budget and easy ways you can market your business that will achieve results!
- ✿ What social media is and how you can use it successfully market your business



Mel Kettle runs a boutique marketing consultancy specialising in strategic marketing and communication, established in 2006.

Mel has nearly 20 years experience in developing and implementing marketing, communication, and strategic planning projects in the private, government and not for profit sectors.

Mel is passionate about helping her clients develop low cost and successful marketing strategies and her current interest is looking at how social media can be effectively used to help her clients achieve their business objectives. www.melkettle.com.au

Event details:

Tuesday 12 January

Arrive 6pm onwards for 6.30 start

Finish approx 9pm

Only \$50 including finger food, marketing workshop and networking

The Pineapple Hotel

705 Main Street, Kangaroo Point

(Enter via Park Bar on Baine St)

The number of attendees is kept to 35 ensuring maximum benefit for all participants. The interactive and fun speed networking component means you'll walk away with 25—35 contacts too! Build your business and meet some wonderful, like-minded women.

Our aim is to maximise your learning and help grow your business!

To secure your spot go to:

www.brisbanewoman.com/upcoming-workshops and scroll down to the **Buy Now** button.

Phone Kylie for more information on 0407 276 759 or email kylie@brisbanewoman.com

This event is proudly brought to you by Brisbane Woman and Mel Kettle Consulting



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