

# Marketing Made Lean *Four-part Marketing Series*



## Gain and retain customers while increasing sales and profits!

This interactive series will enable you to solidify your value proposition and align products/services with your customer's needs; identify current and potential customer segments; maximize your marketing resources while driving sales and profits; explore and develop your marketing channels; create customer service strategies.

The 'Marketing Made Lean' series will incorporate tools from other disciplines including Lean Manufacturing, and design tools like the Business Model Canvas.

### Series Dates & Times:

- Thursdays, February 7 - 28, 2019  
1:00 - 4:00 PM

### Location:

FVTC D.J. Bordini Center  
5 N Systems Drive, Appleton, WI 54914

### Cost:

- \$199 for Non-Chamber Members
- \$169 for Fox Cities Chamber Members | [Register](#)

Refreshments, materials, books, one-on-one coaching are included. (Valued at \$3,000)

## Program Details

### Session 1:

#### Vision, Mission & Marketing Model Canvas

- Align vision, mission and values
- Use the 'Value Proposition Canvas' to align with your targeted customer segments
- Learn about 'Marketing Model Canvas'
- Competitive advantage

### Session 2:

#### Marketing Mix Analysis

- Review 4P's of Entrepreneurial Marketing
- Learn about marketing mix analysis
- Discuss value proposition and customer segments

### Session 3:

#### Positioning, Branding, Strategy & Tactics

- Positioning/Placement
- Marketing model canvas
- Marketing strategies and tactics
- Marketing goals and objectives

### Session 4:

#### Marketing Budgets, Metrics and ROI

- Create a marketing budget
- Measuring marketing success
- Your strategic marketing plan
- Implementation, assessment and pivoting

*"Marketing Made Lean helped me create a vision and mission for our organization. Now that we have these, I feel much more comfortable jumping into marketing aspects for our organization. We will be looking at our customer segments and working through the process right away."*

Register Today! Contact Us:  
Phone: (920) 735-4798 | Email: [bi.seminar@fvtc.edu](mailto:bi.seminar@fvtc.edu)

