

Case Study - Facilitation for growth

Marketing without money workshop

The Organisation

Several business groups in regional NSW including the Central West Business Chamber (CWBC) and the Grenfell Business Development Committee have engaged RIM to deliver the Marketing without Money workshop.

The Idea

Many regional economies struggle with little budget available to invest in marketing and promotion. The Marketing without Money workshop is designed with regional businesses in mind - harnessing target focused messages with the available non-cash resources and relationships of the community to grow business and economies.

The Process

Participants attend a 90 minute workshop facilitated by Samantha Hain. After uncovering the background as to why many traditional media choices no longer work, the marketing without money toolkit is presented & participants develop ideas and targets for each of the tools to implement into their business when they return.

This is a practical hands-on session with lots of discussion, ideas, suggestions and participation. Samantha enthuses the audience with her passion for making business work through low or no-cost marketing initiatives and participants leave the session with a renewed sense of enthusiasm towards their business.

Unique Elements

- ♦ The information is presented in a way that was fun and interactive to a range of audience interests and skills base
- ♦ Samantha's wide experience and knowledge means she is able to assist all business types with practical examples and suggestions.
- ♦ Participants leave the session with a practical plan and actual actions to do when they return to their business
- ♦ The workshop presents a framework for participants targeting similar markets to network, develop relationships to co-promote plus encourages formation of like minded groups to work together in their community.

Results

'The Marketing Without Money workshop is by a regional business for regional businesses & communities. RIM shows an in-depth understanding of the issues that are faced in small business marketing outside the metropolitan area and the tools presented are easily grasped. What's more Samantha's an effective speaker who keeps the audience interested & engaged.'

Ellie Brown, President Central West Business Chamber

'Marketing Without Money ignited the waning enthusiasm of our town to promoting their businesses - not only was there great feedback on the night - since the workshop I have had feedback from participants who want to join forces to share costs and develop marketing ideas together. This workshop has made a difference.'

Auburn Carr, Economic Development & Tourism Officer, Weddin Shire Council, Grenfell

'Many small businesses don't realise the low or no-cost marketing tools they already have on hand. In the Marketing Without Money workshop, participants are encouraged to look at their own toolkit with new eyes to improve their marketing. This workshop unlocks marketing potential in a way that is achievable for all businesses - no matter their size. Regional Integrated Marketing has been an integral component of the ground-breaking Cowra Entrepreneur Program.'

Mike Foster, Cowra Business Officer

For Bottom Line Profitability

DO YOU EVER ASK YOURSELF... Is my marketing Working?

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MARKETING WITHOUT MONEY

— SEMINAR —

Event Details:
Date: 26 May 2011
Time: 7:00pm - 9:00pm
Location: Orange Business Centre, 234-240 Newell Street, Orange NSW 2813

Presented by Samantha Hain, Marketing Specialist, Regional Integrated Marketing.

Central West Business Chamber
Orange Business Chamber

Marketing without money toolkit

- Product/service
- Marketing messages
- Suppliers
- Peers/friends network
- Customers
- You and your team

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Marketing without money tools

Customers

Word of mouth

Recommendations from family & friends trump all communication when it comes to influencing purchases. [Click here](#)

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Marketing without money tools

Customers

Ask your customers what they want and need

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Marketing without money tools

Marketing messages

Have your messages at ALL your consumer touch points

- Phone answering
- Signage
- Business cards
- Car ads
- Thankyou cards
- PR
- Stationery
- Email signatures
- Invoices
- Voice mail
- Webinars
- Presentations

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