

FOUNDRY

EFFECTIVE MARKETING WORKSHOPS

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MASTER FUNDAMENTAL, FOCUSED MARKETING TO MAKE MONEY AND GROW

Content Summary

Most start-ups and small business owners are burnt out from spending all week (including their weekends) putting out fires in day-to-day work and admin. These people rarely have the time or internal expertise to take a strategic overview of their business direction and the marketing that will help them achieve their aims. This is a workshop that will set a clear direction and ignite desire to achieve business goals and grow with effective, focused marketing.

My bespoke B2B marketing workshops target start-ups and small business owners and their teams (sales, operations, customer service) training them to realign and re-focus their business goals with fundamental marketing tools. The workshops help them to recalibrate their marketing direction, think creatively and set a more strategic course to business success.

More than just a workshop about marketing, participants will leave feeling in control of their future, have set goals to achieve, steps to follow and a clear marketing strategy with renewed energy and a positive outlook.

OUTLINE

Mirror Mirror

Your unique brand strengths vs the actual reflection your customers see.

Setting Sights

Segmenting your target customers.

Mix and Match

Current marketing solutions plus creative brainstorm for new ideas.

Spotlight on Success

Create action plans and pick up tips for the future.

RESULTS FOR PARTICIPANTS

Participants will be able to use a concentrated amount of time to refocus their attention on their business plan and strategic direction (rather than just working **for** their business, they will be able to spend the valuable time working **on** their business.)

Through the workshops and homework, they will be able to take away:

- › Brand analysis that highlights their unique selling point
- › Customer segmentation to enable the business to target the right people through the right marketing channels
- › Quick-win achievements through an actionable marketing plan
- › A more strategic approach to marketing that will make it easier to focus their in-house teams and more accurately brief external marketing and communications providers
- › A strategy for focusing on real results rather than the 'fire-fighting' or 'broad brushstroke' approach to marketing.



BIOGRAPHY

El Blaney is a Strategic Marketing and Creative Consultant, specialising in helping start-ups to medium-sized business get a winning edge without the luxury of an in-house marketing and communications team. Through her own small business, Foundry Productions, she injects energy and action into businesses, hand-picking small creative teams to support award-winning and bespoke projects to help organisations reach their potential and spread the word about it. Recent work includes helping the Wujal Wujal Aboriginal Shire Council to win two Australian National Local Government Awards for their community forum, an innovative communications solution to living in a remote rural community. El has a BA Media from QUT. She lives in Brisbane with her husband and son, but travels regularly to catch up with her clients stretching between Brisbane, Cairns, Adelaide, Mount Isa and Papua New Guinea.

TESTIMONIALS



Group Workshop Testimonials

Logan Office Of Economic Development, Logan City Council

"Extremely relevant and thought provoking. After each session I found I was revising the website or plans which shows how relevant the program was and the amount of information delivered."

David Ingerson
Business Owner
- TherapyTrike

"Workshop was fantastic, thank you! I love your enthusiasm and energy. You've given me great ideas and increased my motivation to get going with some direction."

Melanie Lew
Business Owner
- Lick! Ice Cream

"EI has been great. I have had plenty to take away and add value to my business - very useful workshop."

Erica Collyer
Business Owner
- iBuild Consultants



"I approached our marketing workshop with EI with a touch of cynicism, as I thought that we'd been there, done that before, and I wasn't sure what real value there was to be gained. Boy, I certainly learnt, EI obviously did her homework, she demonstrated an ability to rapidly grasp our business, her underlying intelligence and brilliant ideas quickly turned my cynicism into genuine interest and enthusiasm.

We began seeing returns even at the workshop itself, and certainly post that things just kept improving as we implemented our new fresh and focused marketing approach. I only wish I had attended a Foundry workshop 5 years ago, I can only imagine the difference it would have made to our business."

Sonja Bernhardt OAM, CEO
- ThoughtWare



"Foundry turned our brand from good to AWESOME... Foundry do premium, quality work but it doesn't stop there. They take time to understand your position, learn about the strengths and weaknesses and use those as branding strategies. I have since established a long-term business relationship with Foundry - they are now my go-to resource for anything marketing related. It's like having an experienced and skilled production and marketing department without having to employ an entire team. I would recommend anybody that is reviewing their marketing to reach out / consider Foundry."

Matthew McHutchison, Managing Director / Founder
- Independent Validation Advisory Australia (IVAA)



"El has unbelievable insight and experience. She has a natural style and artistry which allowed her (seemingly) to effortlessly translate our rough description of what we were about into a unique, clever and memorable brand strategy which we have received loads of positive feedback on from our clients and suppliers. We will continue to work with El and her team at Foundry for all our marketing and branding needs as our business grows into the future. We can't recommend El and Foundry highly enough. Fantastic job."

Martin & Sue Bock, Small Business Owners
– Selective Hearing