

Marketing that Makes Sense

Objectives

- Discover how to promote your products, programs, ideas or services using the language and channels that match your audiences' motivational triggers.
- Learn the steps to uncover people's and organization's perceptions so you can get them motivated and maintain their motivation.
- Determine how to create marketing material that resonates with your audience – getting them to (re)act.

Highlights

Pick the Right Language, Channel and Tactics for Your Target Market

Do you remember when you spent time and money in a marketing program and the results showed the target market did not understand you? You realized that they just did not get it? However, you know that marketing to some target markets is easy. Understand how to uncover motivational triggers and get audiences to take the actions you want them to take.

Match Customer's Perceptions: Get Them Motivated and Maintain Their Motivation

Clear up the type of product, service or idea you offer. Understand how your target audience perceptions are different from yours. Learn how to match audience perceptions to make you more successful and avoiding getting stuck and wasting resources on the wrong approach.

Manual

Participants leave with the useful manual, *Using Your Skills: How to Communicate to Get Action Now*. This manual offers checklists and techniques they can start using right away.

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