

STRATEGY AND ACTION IN FOCUS:

# Marketing Hotseats

A Strategy and Action Marketing Hotseat is a unique one-on-one consulting event. It compresses a lot of value into a bite-sized package.

It centres on a 'hotseat' session of two hours in which we ask many questions and in return provide advice, practical promotional or management ideas, and other meaningful, immediately usable contributions.

Some of the topics addressed by our Marketing Hotseat include...

- Unique Selling Propositions - how to position your business more competitively
- Headlines and offers - ideas to strengthen the offers in your ads, letters, web pages and more
- Marketing campaigns - combinations of who to target, with what offer, using what media
- Exhibition and trade show ideas - ways to make your booth, participation and overall investment more effective
- Website content ideas - ways to improve content, increase dialogue, capture names and impress visitors
- Customer service enhancements - how to stand out from your competitors and turn 'oh yuck' experiences into 'wow' experiences

Virtually any problem or opportunity in sales, marketing and advertising can be addressed by our hotseats.

## Pre-Hotseat

Before your hotseat session comes a questionnaire from us to you.

Your answers and some informative background material help us get the most out of the two hours we spend with you in the hotseat session.

We also send you a package of booklets on some of the core sales, marketing and advertising issues we have found clients can need guidance in.

These booklets provide a good general background on marketing principles and help you get more out of the hotseat session.

## Post-Hotseat

After the hotseat session you will receive a summary report of the session. You should read this again at some point because it helps you generate more ideas and recall some of the material we developed with you.

Strategy and Action Marketing Hotseats have helped generate ideas for companies in many different industries, large businesses and small businesses.

They are not merely an inexpensive way to gain advice and make 3 hours of your time behave like 30 hours.

They are a way to gain high-value input on all kinds of marketing decisions you may face, where the input of a knowledgeable marketing consultant could mean the difference between success and failure.

- + LIVE brainstorming session
- + Leave with immediate results and strategies
- + Gain a different perspective on your business
- + Plug-in Marketing experience
- + Great for small, new or struggling businesses

## Strategy and Action Marketing Hotseats cost just \$500 plus GST.

You get...

Preparatory Questionnaire  
1 hour review of your business by a consultant  
8 informative booklets  
2 hours of in depth consulting  
Report from Consulting Session

To book your hotseat you can call us on 07 3808 5366 and we'll arrange a time that works for you.

" I found Strategy and Action had some great ideas that I have been able to use with success.

I would recommend the Hotseat session to any business looking for new and fresh ideas to promote activity and productivity.

I particularly enjoyed the relaxed and personal approach."

Helen Renn  
Manager, Scoot2Commute



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