



Mary Portas Master Class 6 - Marketing for more customers

Duration: One day

Price: £200 + VAT

An inspirational programme for shop owners and managers

A unique series of innovative masterclasses created with Mary Portas and delivered exclusively through the National Skills Academy for Retail's network of retail skills shops. Covering every stage of creating and running a successful retail business, each module has an invaluable set of hints and tips to improve the performance of all companies.

Marketing for more customers: Spreading the word about your business without spending the earth

Successful brands spend time and money establishing what it is that they do and how they stand out from their competitors. They then find new and innovative ways of spreading their message, creating an utterly compelling story for their customers through marketing.

Taking any retail business to market is a daunting but important step, where getting it wrong can be costly. When resources are tight, you need to have the confidence of knowing the best things to do for your business and to be able to track the benefits such decisions bring.

This master class looks at how to spread the word about your business without it becoming time consuming and expensive, featuring tips and advice on maximising the impact of your precious marketing spend, identifying activities that are really going to make a difference and driving sales and profits effectively. And of course, it has the invaluable input from Mary Portas who has first-hand experience of the importance of the practical application of marketing for a small retail business.

Building on the knowledge and skills accrued through the previous master classes, 'Marketing for more customers' will demonstrate how to be an effective megaphone for your business proposition, using real-life examples and experiences from other independent retailers that use innovative methods to market themselves despite minimal resources. Crucially, you will:

- Understand what marketing is
- Work out what you want to achieve
- Realise how to achieve it
- Establish when to do it
- Know when it has worked

This master class is the sixth of seven that form the *Mary Portas guide to successful retailing*.