

# Marketing Up!

## Technologies of successful marketer

November, 22th  
Registration start at 08:00

### Speakers:



**Ms. Juli Onyshchenko**  
International Marketing Expert  
former Head of Marketing in Retail



**Mr. Phoung Vuthy,**  
Director of BMRS Asia  
Market Resesarch Consultant

### REGISTER NOW!

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**Marketing is a contest for people's attention" © (Seth Godin)**

**Only \$9 and 4 hours to understand all secrets of Marketing!**

### Objectives:

- ✓ Implement a systematic approach to marketing management in the Company
- ✓ Take a step from classical sales to building loyalty system
- ✓ Manage the company's product portfolio and pricing
- ✓ Establish a system of marketing policy for the Company
- ✓ Effectively manage the personnel of marketing department.

### Content:

- What type of marketing is needed for the Company?
- Product or Service? The specifics of the market.
- Strategy, tactics, and budget. The secrets of building an effective marketing system
- The concept of the brand. How to become a successful brand?
- Planning marketing activities. Main stages and principles.
- The target audience, methods of determining the direction and work with it.
- Effective communication with clients, rules and errors.
- Methods of promotion depending on the purposes and the geography.
- Promotion in tight or zero budget.
- Digital promotion tools.

The program of unique MRTS seminar is designed for marketing professionals who are looking for new opportunities to develop the company, to get new knowledge and best practices. This is the knowledge that you can immediately apply to your work.

What is marketing and what are its objectives? How can you increase the company's profits through marketing? How to conduct market research and effectively use the information? How to evaluate the competitors, to find a buyer and to bring to market a new product? How competently sell products and services in a highly competitive market? How to make money on your name? Who is your customer, how he decides and why buys product or service from you? All this will be discussed at our seminar - workshop.