



Brand Discovery Workshop

This workshop is a half day session that is intended to help you to discover, or re-discover, plus define what makes your brand special, it's purpose and it's passion so it can be communicated throughout your future marketing activities and endeavours, helping to attract ideal customers and close sales.

During the half day session your Creative Strategist and Copywriter will be guiding you through a documented process and brainstorming ideas right alongside you.

The session is structured in bite-sized pieces that explore the following topics

- Target Audience
- Relevancy
- Emotional Triggers
- Quantified Value
- Unique Differentiation

These topics and the ideas that come from them will be used to create

- Unique selling proposition
- Value proposition
- Emotional selling proposition
- Positioning statement
- Short & long tail key words
- Creative text and hashtags
- Straplines, taglines and pitching lines
- Calls to action

Once the session is complete you will be provided with a report detailing all of the information that was produced. You and we can then refer to this when creating your marketing communications including website content, blogs, social posts, leaflets, brochures, e-newsletters, press releases and articles to help write effective copy that bring results.

The cost of the half-day session and completed report is £495 + vat.

For further advice and assistance with implementing an effective marketing strategy and plan including search, direct and media marketing techniques, please make contact: info@calibremarketing.co.uk / 01323 487330 .

