

# MARKETING GRAVITY

## MASTERCLASS

### the programme



novotel auckland airport  
WED, 7 MARCH 2018 | 8:45 - 5

coffee & reg. 8:15am

#### your outcomes for the day

- Improved confidence and motivation
- Understand marketing must be constant & consistent
- Acknowledging and fixing your marketing weak spots
- A clear plan for how to move forward

#### being 'on brand'

- Developing your brand equity
- Vision, purpose and Core Values

#### creating marketing gravity

- The true purpose of marketing in our industry
- The 21 spokes of the marketing gravity wheel
- Focusing on the five most crucial activities
- Leveraging The Gap marketing collateral

morning tea 10:20am

#### your web presence

- Your digital voice, story and personality
- Web content, blogs and social proof
- Generating and nurturing leads
- Social media in its place

#### your #1 marketing tool - the CCR

- How to increase sales outcomes from a CCR
- Driving MRR (Monthly Recurring Revenue)
- Your 2018 CCR rollout strategy

lunch 12:45pm

#### education marketing - the softest sell

- Seminars, webinars and workshops
- Topics that work
- Filling the room
- Getting sales outcomes

afternoon tea 3:30pm

#### facilitating marketing plan sessions

- Accountants facilitating marketing plans? You're kidding right?
- Step by step guide

#### your next steps

- Building your own plan
- You can't sell what you don't do



THIS WORKSHOP  
QUALIFIES FOR 6.5  
VERIFIABLE CPD HOURS.



#### about our key speakers...

##### MARK JENKINS CA, CPA

Mark established Quay Accountants, 2020 Business Dynamics & co-founded The Gap. At Quay, he generated \$2m p/a, of which over 50% was from systemised BD work. Focused on quality of life, his success stems from the design, branding & packaging of services & creating recurring income.



##### VIV BROWNRIGG FCA

Viv created Business Fitness NZ & co-founded The Gap. With 25 years' public practice experience, she now coaches multiple firms, helping them to implement BD services. Her over-arching message is simple, SMBs need accountants to work with them - to lead, manage and plan much more effectively.



THE GAP



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