



## **MARKETING 101A – “WRITING YOUR MARKETING PLAN IN ONLY ONE DAY”**

### **An Interactive Workshop for Small and Midsized Businesses**

For businesses to be successful, it is critical that they understand the principles of effective Marketing and how to apply it to their organization. It is also critical that they have a marketing plan that can serve as the foundation for all their marketing efforts. For many businesses, writing a marketing plan can be intimidating and confusing. The good news is that it doesn't have to be. Writing a marketing plan is easier than you think and it doesn't take a Marketing degree or a great amount of time.

In this hands-on workshop we will discuss the basics of Marketing, review all the key elements of a Marketing plan and embark on an interactive journey to create a marketing plan for your business--all in only one day. Participants will work in teams of two on exercises that will answer the questions a strong marketing plan must address. They will leave with a marketing plan outline, a new sense of confidence, and the excitement of having created a virtual road map to effectively reach their target audience.

#### **Workshop includes:**

- An overview of fundamental marketing principles and practices
- In-class exercises to complete your marketing plan
- Group discussions on marketing strategies and tactics
- A customizable electronic marketing plan template
- Expert support and review of completed plans after the class

#### **Marketing 101A is designed for businesses who:**

- Want to better understand the basics of Marketing
- Need to create a written plan and integrated strategy for their marketing efforts
- Are currently doing some marketing but without a defined strategy
- Want to maximize their communication and sales efforts with best Marketing practices

**Date:** Thursday, June 11, 2009 9:30 am – 2 pm  
**Price:** \$40 (lunch will be provided)  
**Location:** Evergreen Hospital  
12040 NE 128th Street (Room: Green B 204)  
Kirkland, WA 98034

**Date:** Sunday, June 14, 2009 1 pm – 5 pm  
**Price:** \$35  
**Location:** Evergreen Hospital  
12040 NE 128th Street (Room: Tan 100)  
Kirkland, WA 98034

*“The Marketing 101 workshop helped us create a marketing plan using a basic outline. The outline expedited an easy step-by-step process to think and plan with our own non-profit in mind. A great tool which I completed by myself after brainstorming with a few others.”* Lisa Melvin – CFCC

**Reserve your space today -- Call (425) 896-8959 or Register online at [www.purpleduckmarketing.com](http://www.purpleduckmarketing.com) -  
- Class size is limited to only 40 participants**



## WORKSHOP PRESENTER

Interactive workshop presenter, Susan Burnash, is the President and Owner of Purple Duck Marketing, a full-service marketing, public relations and video production company located in Kirkland, Washington. For more than 20 years, Susan has worked in both the public and private sector as a professional in marketing, public relations and video production. She has owned several businesses including a retail chain Toontown Galleries (NC), VideoMarketing 1 (IL), and currently Purple Duck Marketing (WA).



Susan brings to Purple Duck Marketing a unique ability to assess the needs of her clients and recommend the proper integrated strategies, plans and deliverables to achieve their marketing and public relations goals.

She has worked with a diverse group of clients on a variety of projects including: branding, new business development, marketing plans, web site development, traditional and electronic marketing, social media campaigns, e-newsletters, public relations, trade show/event planning, and video production. Her clients include: The City of Kirkland Tourism and Economic Development, US Capital Strategies Inc., Benaroya Research Institute, Century Corporation, Laughs Comedy Spot, McAdams Builders, Sana Orphanage, Motorola, Microsoft, Save Kirkland's 4<sup>th</sup> of July, and more.

Susan has a Business degree from Georgia State University and a BFA in Writing and Film from Emerson College in Boston. She lives in the City of Kirkland and is an active member of the Kirkland Chamber of Commerce, The Bellevue Chamber of Commerce, The American Marketing Association, The Public Relations Society and the Executive Alliance.

With her vast experience, knowledge and sense of humor she is teaching business owners and nonprofits how to market themselves successfully through a variety of classes under Purple Duck University.

### Upcoming classes include:

- Integrating Social Media Into Your Marketing Plan
- Creating Multiple Touch Points with a Drip Marketing Campaign
- Developing a Powerful Website to Reach Your Audience
- Leveraging Your Business Brand
- Using Video to Tell Your Story - Everywhere!

*"Purple Duck University is absolutely outstanding... They took the mystery out of developing a Marketing Plan by providing a step by step framework using real world examples in their training... very professional!"* Shawn Mickle - Columbia Valley Community Health

**If you are interested in sponsoring or hosting a workshop at your organization, please contact Susan at (425) 896-8959 or email: [susan@purpleduckmarketing.com](mailto:susan@purpleduckmarketing.com)**



[www.purpleduckmarketing.com](http://www.purpleduckmarketing.com)

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