



IRISH LIFE COACH INSTITUTE

# MARKETING MASTERCLASS HOW TO MARKET YOUR COACHING BUSINESS



**BRANDED  
COURSES**



**marketingcoach.ie**  
marketing consultancy and business coaching

# HOW TO MARKET YOUR COACHING BUSINESS

10am to 4.30pm  
8th October 2022

This workshop will equip participants with tools and techniques to be able to sell and market your business. Each participant will finish the day with a practical Marketing Action Plan for your business.

This course aims to help participants:

- Identify your business offerings and their target market
- Understand the key elements of building a brand
- Create a marketing strategy for their coaching business
- Understand how to use Social Media and Digital Marketing effectively

## Outline of the Course:

This interactive session is designed to help you map out the marketing for your business with the support of an expert. This one day workshop is packed with practical tips and you will have a Marketing Workbook that you will complete to give you a clear roadmap on how to get your brand name out there and get clients!

### Session 1: Marketing Strategy

How to develop a strategy and write a marketing plan

### Session 2: Social Media Marketing

How to choose what Social Media channels to use, create great content and time saving tips and tools

### Session 3: Digital Marketing

Social Media advertising and other digital tools

### Session 4: Building a Brand

How to create a great brand on a budget

**Price: €250**



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