

# Holiday Park Marketing

Let us help you get the most out of your business with this practical course. The course gives advice on how to maximize the ROI from a marketing budget.

## Key course points

- ✓ Delivered by holiday park **marketing experts**
- ✓ A learning experience delivered at **Westminster College, Cambridge**
- ✓ Guaranteed to help you **increase your bottom line**
- ✓ Useful templates and marketing examples to take away
- ✓ Learn from **others' experiences**
- ✓ Presentations **from the best** in their marketing discipline

Who is your target market? Where do the leads come from? How well did your last advertising campaign do? How do you get more relevant leads? These are all questions that most businesses have. This course will provide you with the tools to answer them and many more.

Our goal is to deliver a unique course that will guide you through all the different aspects of marketing so you can create your own marketing plan within any budget.

Marketing takes lots of forms and much of it is about structure, detail and energy. It doesn't need to cost the earth; simple habits can make the difference of whether your customers find you or your competitors. Planning along with a little creativity, knowing your time lines and crucially tracking the effectiveness of campaigns will deliver results.

New technologies are transforming the way we operate in all areas of business. It's time to embrace and explore exciting new opportunities that are available in reaching out to your audience.

## Elements

- Values and beliefs
- Brand
- Identifying USP's
- Market research
- Product pricing
- Understanding your audience
- Interruptive marketing 'V' permission / inbound marketing
- Standards
- How different media can work for you
- Planning
- Budgeting
- Tracking results
- CRM

This course is invaluable and there are several experts that will be on hand to present exactly how each element can work for you. This really is the one stop shop for anyone looking to grow their business and become more efficient with their marketing budgets.

All our courses are held at Westminster College in the center of Cambridge. This wonderful venue is as inspiring as the courses themselves.

## Two day course

### Accommodation

If you would like to stay in the lovely rooms at Westminster College, Cambridge you can book a room from £74.95 per night.

There are many more hotels to stay in Cambridge, here are a few we would recommend: [The Varsity Hotel & Spa](#), [DoubleTree by Hilton](#), [Hotel Felix](#), [Hotel du Vin](#)



\*Normal price £1098.00

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## Your questions answered...

**Q:** Who is facilitating the course?

**A:** The course is led by industry experts who have been high performers in their field, from front line sales all the way to Sales and Marketing Director positions within leading organisations.

**Q:** Will the course be relevant to me?

**A:** We have been in your shoes and want to share tried and tested formulas, a forward-thinking team, innovative and always looking to implement the latest concepts to integrate into the industry. If this sounds interesting to you, yes, it is the course for you!

**Q:** Is it just another course?

**A:** No, along with all the excellent course content, guest speakers, idea sharing and networking you will come away with templates and marketing examples you can immediately implement into your business to make an instant difference.

**Q:** Are there any practical elements?

**A:** Yes, there will be brainstorming and feedback sessions, but don't worry it is a fun and supportive environment.

**Q:** Do you need to bring anything?

**A:** No, all the tools needed are provided. Just bring an open mind, energy and a learning ethos.

**Q:** Will there be breaks?

**A:** Absolutely, we are aware of the pressures when away from the office so you will have time to make the important calls and reply to all those emails.

**Q:** Is there homework in the evening?

**A:** No homework. However, the first evening we will enjoy a meal together so you can get to know your fellow peers and network.