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AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION



# MARKETING WITH NO MONEY

Attract, convert, and retain ideal customers on a zero budget.



Program commences Wednesday,  
9th October 2024

THINK YOUR BUSINESS NEEDS  
TO SPEND BIG TO HAVE A BIG  
IMPACT?

**THINK AGAIN.**

Award-winning marketer and author **Katrina McCarter** has a long, proven track record in marketing on a shoestring budget - she attracted 150,000 members to her first business on a tiny marketing spend.

In this program Katrina shares her five top replicable strategies for growing brands and businesses using creativity rather than mega bucks.

## Meet Katrina McCarter

A strategist focused on research, collaboration and marketing to deliver bespoke strategies that drive clarity, confidence and commercial success.



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## THE PROGRAM AT A GLANCE

### What we'll cover:

According to 2023's The BIG Small Business Survey, 58% of small business owners find marketing overwhelming and struggle to work out the best way to grow their business. By drawing on her marketing experience both as a Fortune 100 team leader and entrepreneur, Katrina demystifies marketing and steps you through using existing resources, and focusing on unconventional approaches, how to differentiate your business from competitors and generate buzz.

### Who is the Marketing with No Money program suitable for?

The program is best suited to business owners, general managers, and anyone who has a sales and marketing responsibility within the promotional products industry. The program is suited to distributors, suppliers and decorators whether they are a micro, small or large established promotional products business.

### What will I gain by attending this program?

The program will focus on practical learnings and participants will walk away with a blueprint for marketing priorities that can be implemented immediately and won't cost a cent. The focus is on the practical rather than the theoretical and works across suppliers, distributors and decorators.

### How is the program delivered?

- The Marketing with No Money Program runs over six consecutive weeks.
- The program is held each Wednesday, commencing on Wednesday 9th October and concluding on Wednesday 13th November 2024.
- Sessions run from 11am to 12.30pm AEST.
- The virtual program is live, interactive and it is hosted each week by Katrina McCarter.
- Participants will learn from a range of case studies and consider how these could be applied to their businesses.

### What is my investment to take part in the program?

#### APPA Members

AUD \$295.00 (inc GST)

#### Non-Members

AUD \$450.00 (inc GST)

Registrations close Wednesday, 2nd October 2024

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## Week One: Be different

Workshop participants will have a deeper understanding of how to differentiate their promotional products business in the marketplace and they will develop practical strategies to implement to achieve business success. During the workshop participants will learn from real life case studies and consider how they could be applied to their own business.

### By the end of the workshop, participants will:

- Learn the 5 reasons why businesses should amplify their differences.
- Identify 10 ways their business could stand out in the marketplace.
- Understand how to amplify their differences to grow greater awareness and drive new clients to their businesses.
- Learn the 5 steps to creating a Differentiation Strategy to stand out in the marketplace.
- Create their own Differentiation Strategy.

### Workshop Resources:

- The Be Different Workbook (digital pdf)
- Marketing With No Money Podcast on Be Different.



## Week Two: Storyselling

Workshop participants will learn to effectively utilise Storyselling techniques in their promotional products businesses to enhance customer and stakeholder connections, drive business growth, and improve marketing strategies. Learn from real life case studies and how they could be applied to your business.

### By the end of the workshop participants will be able to:

- Define Storyselling and how it differs from traditional selling.
- Identify 5 benefits of Storyselling for Distributors, Suppliers and Decorators.
- Identify the six stories their business should be telling.
- Learn the critical elements of their brand story and how to use these to grow awareness among key stakeholders.
- Understand how to incorporate Storyselling into your marketing.

### Workshop Resources:

- The Storyselling Workbook (digital pdf)
- Marketing With No Money Podcast on Storyselling.

## Week Three: DIY Graphics and Videos

Participants will leave the workshop with practical skills and knowledge they can immediately apply to improve their marketing efforts at no cost by creating their own graphics and videos. This workshop will have a strong practical element with participants encouraged to test and try out numerous tools live in the workshop.

### By the end of the workshop, participants will be able to:

- Understand the importance of good quality graphics and videos for promotional products businesses.
- Identify five DIY Graphics tools which won't cost a cent and are super easy to use.
- Identify five DIY Video tools which won't cost a cent and are super easy to use.
- Identify the best practices in design and video and how to incorporate these into their marketing activities.

### Workshop Resources:

- A DIY Graphics and Videos Workbook (digital pdf)
- List of Graphics and Video tools they can experiment with outside of the workshop.

## Week Four: Get More Media

Participants will be able to develop and implement effective media strategies to increase awareness and attract new customers and engage core stakeholders to their business. They will learn how to identify and create compelling story angles, engage with traditional and non-traditional media, and utilise practical tips and techniques for successful media outreach – all at no cost.

**By the end of the workshop, participants will be able to:**

- Identify 15 ways their business can get more media.
- Learn the 10-step process to getting media coverage at no cost.
- Identify 10 tips for engaging with the media including how to approach a journalist and how to approach non-traditional media outlets.
- Set up their 2025 Media Planner.

**Workshop Resources:**

- A Get More Media Workbook (digital pdf)
- Marketing With No Money podcast on Getting More Media.

## Week Five: Partnerships and Collaborations

By the end of this workshop, participants will be able to identify and implement effective partnership strategies to enhance their operations. They will learn the principles of successful partnerships, explore practical examples, and develop a strategic plan to initiate and maintain valuable partnerships for business growth and customer retention.

**Participants will be able to:**

- Define a partnership.
- Identify the three principles of a successful partnership.
- Learn five ways to use partnerships to grow or retain customers in their promotional products business.
- Understand what stops businesses using partnerships.
- Establish exactly where to start when it comes to building partnerships.
- Identify their mountain of value they can offer in a partnership.
- Create a list of potential partners.
- Approach a potential partner (participants will be provided with scripts).

**Workshop Resources:**

- A Partnerships and Collaborations Workbook (digital pdf).
- A digital Asset Audit will be provided.
- Marketing to Mums Podcast on Partnerships and Collaborations.
- Marketing With No Money Podcast on Partnerships and Collaborations.
- Partnership Mastery Free Masterclass on using partnerships to grow your small business.

## Week Six: Surprise and Delight

Participants will discover the concept of “Surprise & Delight,” its importance in business, and they will be equipped with practical strategies, tools, and tips to implement these techniques in their business to enhance customer satisfaction and loyalty.

**Participants will be able to:**

- Define a Surprise & Delight approach to business.
- Identify 10 reasons why every promotional products business should consider Surprise & Delight.
- Identify 10+ Surprise & Delight Ideas or Practical strategies for Surprise & Delight in their business.
- Learn the top 4 Surprise & Delight tips for Suppliers, Distributors and Decorators.
- Measure the success of Surprise & Delight.

**Workshop Resources:**

- A Surprise & Delight Workbook (digital pdf)
- Marketing With No Money Podcast on Surprise & Delight



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