

# Module 1



## Welcome

- Acclimating to the Virtual Environment
- Marketing Foundations

## Communicating the Value

- Creating Awareness
- Value Statements & The Elevator Pitch

# Module 2

## Adapting Your Communication Efforts

- Client & Target Market Profiling
- Attention-Getting Communication

## Becoming an Ambassador

- Hallway Marketing
- Features & Benefits



# Modules 3 & 4

## Creating a Marketing Plan

- Establish the Focus
- Define the Audience
- Identify the Goal
- Tailor the Message
- Partner for Impact
- Adapt the Delivery
- Evaluate the Result

