

THE **8 PILLARS** TO SUCCESS WHEN MARKETING TO MUMS

Are you a Swim School owner or manager who needs to increase sales on a modest budget? Award-winning businesswoman Katrina McCarter can help you become more profitable. In a hands on, practical masterclass, Katrina introduces her unique **8 Pillars of Success**, customised for Swim Schools. You'll create a framework of what is critically important to your Swim School when you market to Mums.

You will apply your learnings immediately into the Marketing to Mums Workbook, an exclusive gift for all Masterclass participants.

AUSTRALIAN
Swim
SCHOOLS ASSOCIATION

AUSTRALIAN
Swim
SCHOOLS
ACADEMY

Here's what our ASSA attendees had to say:

"This was just what I, and my business, needed. We've found ourselves confused by the changing expectations and engagement levels of our mums and Katrina's session has given me knowledge and appreciation that I did not possess. Thanks for the opportunity."

"Katrina left me very motivated with a whole new insight and full of ideas after her Marketing to Mums Masterclass. She is very engaging and great at providing the ideas and tools to put everything into practice."



MARKETING TO MUMS **MASTERCLASS**

8 PILLARS OF SUCCESS

Marketing to Mums has developed an eight step plan that identifies the key ingredients to successfully market your product or service to Mums. We call it the '**8 Pillars of Success**' and we believe that if you follow this framework you will:

- **Develop** greater insights of your target audience
- **Acquire** tools to develop and share your own brand story
- **Recognise** your point of difference to assist you position your brand within your industry
- **Create** a customer experience strategy
- **Identify** simple low-cost methods to build your email list
- **Develop** skills to attract and secure marketing partnerships
- **Harness** the power of social media to drive sales and profits
- **Discover** low-cost ways to promote your business

You will leave the Marketing to Mums Masterclass with a clear marketing action plan to prioritise and implement in your swim school.

The seminar will be on
Thursday 1st August from 8am-3pm
The Shangri-La Hotel
The Marina, Cairns

All bookings and enquiries to:
Emily McNeill - 0412440252
emily.mcneill@australianswimschools.org.au

\$330 first person, \$220 second person and \$165 for third.
All prices inclusive of GST.



Connect with Katrina McCarter

0427 161 677

katrina@marketingtomums.com.au

www.marketingtomums.com.au

 @marketingtomums  @katrina-mccarter