



Join the Supply Chain North East

## Back to Business Basics

Marketing for Automotive Programme June 2021

From Automotive Marketing Strategy to Marketing Essentials and One-to-One Marketing Support, the Back to Business Basics Marketing for Automotive Programme will help companies to understand the fundamental tools and techniques for successfully promoting, selling, and distributing a product or service in the automotive sector.

The programme will be facilitated by delivery partner and B2B marketing specialist Horizon Works.

### PROGRAMME FEEDBACK

“The business support provided by the NEAA is second to none. Thanks to the collaboration with Horizon Works we’ve been able to expand our client database and increase our revenue in just a few weeks.

In a time of turmoil, fractures, and uncertainty, it is refreshing to be part of a network that puts the needs of the small business community before the profit line. Keep up the good work.”

**Marco Massi, Owner, MakeltQuick**

**Find out more:** [scne@northeastautomotivealliance.com](mailto:scne@northeastautomotivealliance.com)

[www.northeastautomotivealliance.com/neaa-programmes/supply-chain-north-east/b2bb/](http://www.northeastautomotivealliance.com/neaa-programmes/supply-chain-north-east/b2bb/)



# Marketing

## Automotive Marketing Strategy - 15 June 2021, 10.00am-12.00pm

Having a strong marketing strategy is key to your organisation's growth and future success. Using clear and succinct marketing tactics can allow you to stand out amongst your competitors and achieve your business goals and objectives – particularly in the automotive sector.

- A step-by-step guide to your Snapshot360 results.
- Understanding your market research and data, marketing and sales successes from 2020 and your current situational analysis – to effectively plan for the future.
- Defining your sales and marketing objectives and how they can be achieved realistically – and what the critical success factors are.
- Setting out what tools you need to have in place to achieve your objectives – and how you need to review and shape them.
- Tips on how to choose the right channels to market and marketing tactics – and how to use these to your advantage.
- And finally, a breakdown of what is required to put a simple strategy and plan together.

## Marketing Essentials - 22 June 2021, 10.00am-12.00pm

The marketing essentials training programme is a whistle stop tour of all areas of marketing from essential planning right the way through to executing digital and PR campaigns. Understanding the fundamental tools and techniques that can help your business raise its awareness, boost its profile and generate leads, is key to marketing success.

- Understanding the essentials you need to put in place to maximise your marketing.
- Creating your brand story, shaping your buyer persona and key messages.
- Putting the building blocks in place to deliver your marketing.
- Using PR and events to build your profile.
- Using content and other communications to reach out to your audience.
- Maximising your digital presence across your website, social media and emarketing.
- Pulling it all together into a plan and measuring your success.

## Bespoke Marketing Support - June 2021 (4 hours of consultancy)

Delegates will be able to tap into bespoke marketing support from delivery partner and B2B marketing specialists Horizon Works.

There are number of areas Horizon Works can support you with depending on the areas of improvement highlighted through your Snapshot360 marketing diagnostic results including:

- A website review with recommendations for improvements and ideas to enhance your online presence.
- Help in shaping your social media messages with a couple of visual ideas to get you on your way.
- A review of all your marketing materials on and offline, with recommendations on what will make an impact in the automotive sector.
- Help in shaping a case study template and the support putting it in practice with an actual case study.
- Suggestions for your PR – mapping out ideas for stories over 3-6 months.
- Helping you put the PR in essentials in place including mapping out key trade publications.
- A review of your communications including emarketing, social media content and other campaigns with recommendations for improvements.
- Tips on how to review your data and campaigns, and suggestions for segmentation and targeted campaigns.



Supply Chain North East brings together four key partners to work with over 800 businesses through to 2021, supporting them to identify opportunities in new and existing markets. An integral part of the North East Strategic Economic Plan, that has a vision to create 100,000 more and better jobs between 2014 and 2024. Supply Chain North East is delivered across the region by RTC North, Generator, North East Automotive Alliance (NEAA) and North East Process Industry Cluster (NEPIC).

Supply Chain North East is a multimillion programme aimed at revolutionising the way SMEs diversify their offering and embrace new markets. The programme has received more than £3m of funding from the England European Regional Development Fund, which is part of the European Structural and Investment Funds Growth Programme 2014-2020.

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