



Low Cost Marketing Strategies Course

High Impact, Low Budget
Marketing Tactics You Can
Afford

Module 8 – Review and Refine



Learning Objective:

Consolidate and implement your learning and plan future action steps



Tips to Take Things Forward

Review Your Low Budget Marketing Plan

- A marketing plan is a planning process that needs reviewing regularly



- Schedule a review at 6 and 12-month intervals
- Determine what's working well for your business and tweak as necessary



Don't Waste Time

- Don't waste the time waiting to see results
- Use any spare time for learning



What You Learned

Now you have ways to incorporate effective low budget marketing tactics for your business



➤ What have you learned about implementing low budget marketing tactics?

➤ What difficulties have you encountered?

➤ How do you plan to address these?

➤ What further steps can you take to become totally comfortable with the process?



Action Steps:

1. Schedule a 6-month and 12-month marketing review:
 - a. What's worked well for the business?
 - b. What needs to be abandoned?
 - c. What new tactics do we need to implement?
2. Review the course thoroughly and answer the questions in the Action Guide.
3. Use the action plan in the Action Guide to record your goals and what needs to happen next.



What's Next?

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