

ART ADVISORY 201 - Module 3

Learning Objective

Upon completing this module, you will have gained in-depth knowledge of how to develop and implement effective marketing strategies to grow your business both online and through referral marketing.

Key Points

1. What is marketing?
2. The sales funnel
3. Understanding your market
4. Setting SMART marketing goals
5. Developing your brand and your message
6. Growing an optimal referral network
7. Building a professional online presence