

Persuasive communication

- how to create a competitive promise

1 / Introduction

09:00-10:00 / **Let's get to know each other**

- My story.
- What you will learn today?
- Your story (*Projection Method*)

2 / Marketing Basics

10:00 – 11.00 / **Brand, branding and other words?**

- *Case Study* (inspirational story)
- What exactly is brand? Modern definition of the brand.
- Modern communication model (*Group Work and Discussion*).
- Brand functions.
- Core vs extended value
- Difference between PR and advertising.
- Paid Media, Owned Media and Earner Media.



11:10 – 11.30 / **Coffee or whatever you like break.**

11.30 – 13.00 / **Strategy. How to create an effective strategy. Part 1.**

- Modern customer. What customer buys? The product, the service or something else?
- Conclusions from the Report “Earned Brand” and “Meaningful Brand”.
- From brand idea to branding. How to create competitive promise?
- *Case Study* (inspirational story)



13.00 – 13.30 / **Lunch break.**

13.30 – 15.30 / **Strategy. How to create an effective strategy. Part 2.**

- Nailing your audience and designing personas.
- What is the difference between target group and segmentation?
- Understanding competitors and benchmark. Who is your competitor and how to differentiate?

- Choosing the right Archetype for business.



15:30 – 15.45 / **Coffee or whatever you like break.**

3 / Copy and Content

15.45– 16.15 / **Copywriting**

- Why should we care about copy?
- Before you start writing you should know how do people read? (*Group Work*)
- Attracting media attention.

16.15 – 16.45 / **Social Media**

- What to choose from? Facebook, LinkedIn, Instagram or something else?
- Measuring effectiveness of your project campaign

4 / Storytelling

16.45– 17.15 / **Pitchcrafting and Storytelling**

- Using storytelling to strengthen your brand.
- How to pitch perfect every time.