



# Lara Squires

**Award-winning business mentor,  
public speaker, trainer, and serial networker**

“ The training gave me the space and the incentive to focus on my business objectives and to make the distinction between those and marketing objectives and initiatives.

**June Hogan, Wild Wood Coaching** ”

## Marketing Strategy Training

### Who is this for?

If you run a business, you should have a marketing strategy that aligns with your business strategy to help your firm to achieve its goals, to ensure you don't waste money or get overtaken by your competitors.

This training covers the importance of having a marketing strategy that will help you measure and execute the correct tactics to sustain and grow your business.

### What will you learn?

- How to create a marketing strategy
- Understand SMART objectives
- What a SWOT analysis is and how to apply it
- How to create an action plan with tactics
- What can you do for free

### Lara's bio

With over 20 years' experience working in professional services and as a winner of the 'Mentor of the Year' award from Sussex Women in Business, Lara has a depth of experience, expertise, and knowledge to help empower and motivate businesses to build your own winning marketing strategy that will steer your business through these challenging times.

Lara is a chartered marketer and fellow of the chartered institute marketing. Throughout Lara's career she has needed to network. This has spanned across several industries from property and recruitment to law and marketing.

**Prices start from £110 + VAT pp per hour (min of three 1-hour sessions)**



**Connect with  
Lara here**

