



CRISIS MARKETING

MASTERCLASS

New Marketing Framework for Economic Recovery Success

Making marketing decisions in times of uncertainty is tough, almost nerve wrecking. You cannot afford to move one step forward and then realised you've fallen three steps back. Especially not in this downturn economy.

But you know you can't afford to stay still either. Some of your competitors have taken the bold move forward and gain the advantage over you, and you are torn between the risks and the rewards.

*Sounds like you need a plan of action, and that's what you will get in this **1-Day Crisis Marketing Masterclass** specially designed for local SMEs.*

Gain insights from case studies, plan your approach, and implement the tactics to *conquer the crisis and dominate the downturn.*

WHAT WILL YOU LEARN

- **Discover** new business opportunities within your current business using the *New Profits Framework*
- **Understand** the *psychological impact* on your target markets during turbulent times
- **Apply** the 80/20 principle in your marketing priority by picking the *right H.R.A.*
- **Achieve** marketing clarity with the *Magnified Results Formula*
- **Tap** into a *97% market share* that almost everyone is ignoring (especially your competitors)
- **Align** your marketing activities with the *latest social media channels*
- **Learn** the framework and strategies to *Conquer the Crisis and Dominate the Downturn*

Organised by



In Partnership with



"Maverick is one of the worst sales person I've ever met."

You know how there are many moments in life that defines you? When one of the business heads at the largest insurance company made that comment to him, it totally shifted **Maverick Foo's** life trajectory. Since that day, over 17+ years ago, Maverick determined to turn his weakness around and focus on what he's better at - **marketing**.

Aside from building nine business and international brands, he has also helped clients achieve breakthrough in growth performance, even in trying times such as the COVID-19 global pandemic.

With Maverick, you can ditch the boring textbook materials and fancy theories. Whether it's a keynote, workshop or an online mastermind, in his sessions, you'll get practical techniques, proven strategies, quick-fire tips, insightful case studies and his best attempts at humor and storytelling.



Maverick Foo

Marketing Strategist & New Profits Consultant

MASTERCLASS OUTLINE

DAY ONE

0930 | Grounding & Expectation Setting

1000 | The Only Certainty in Shifting Economies

- Why Focusing On These 4 Areas May Bring You Nowhere
- The Primary Focus and How to Align the Other 4 Areas

1030 | The Psychological Shifts & Similarities

- Understand how buying behaviours changed in the COVID-19 global pandemic
- Strengthen your marketing message by leverage the psychological shifts

1130 | New Profits Framework

This time-tested venture building framework was designed & developed from a combination of 90+ startup experiences across 13 industries

1215 | The Natural Law of Business

- The 80/20 Rule in Marketing Priority
- Picking Your H.R.A. in Times of Crisis
- Understanding the Speed of Trust
- Areas of Focus X KPM

1245 | Clarity Session & End of Day 1

DAY TWO

0930 | Recap of Day 1

0945 | The Magnified Results Formula

- The 3 Key Factors to Maximise Your Marketing Efforts

0945 | Hijack Your Customer's Journey

- The 6 Phases of your Buyer Journey
- Leverage the best content marketing tools to move them through the phases

1015 | Stumble Upon Marketing

- Use the Demand Generation Pyramid to capture the 97% of the unattended market
- The 5 Key Principles to Apply SUM in your Business

1115 | Follow Your Fish

- Social Media Channels Overview
- Communication Tools Overview

1145 | Streamline Your Customer Flow

- Picking the best marketing tools for each of your SPCA stages

1230 | Clarity Session & Next Steps

PROGRAM INFO

Tues, 25th & Wed, 26th August' 20

9.00am to 12.30pm

Private Zoom Room

PROGRAM FEES

Normal Price: RM980

Be the **First 5** to Register & Pay **Only RM500**

HRDF Claimable

PAYMENT INFO

a. CASH or CHEQUE DEPOSIT

RHB Bank Acc.:
2124-0600-0113-19
Institute of Marketing Malaysia

b. JOMPAY

Billor Code: 80408
Ref 1: Company/Participant's Name

LIMITED SEATS PER CLASS!

REGISTER TODAY!

+603 7874 6726/3089

imm.malaysia@gmail.com

PARTICIPANT DETAILS

Name: _____

Job Title: _____

Company: _____

Office No.: _____ Mobile No.: _____

Email: _____

TERMS & CONDITIONS

1. Seat(s) for the participants will be confirmed upon receipt of a completed registration form with full payment at imm.malaysia@gmail.com. 2. Payment must be received 21 days prior to the start of the training program. 3. For cancellations, if written notice is given more than 10 days prior to the event, a substitute can be nominated at no additional charge. However, if there are no substitutes, or if written notice is received 10 days prior to the training, the organizer reserves the rights to charge 50% of the total fees paid as a cancellation fee. 4. Participants who walk-in on the event day will be charged the full fee, and can only be admitted if there are still seats available.



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