



## Marketing Support for your Marine Business...



The marketing programme at CMN aims to demystify and improve your marketing through a range of support. The ultimate aim is to

improve your profitability via more effective marketing.

The following specific marketing support is available for full members of Cornwall Marine Network.

### - Marketing Mentoring:

- i) Clear advice for your marine business
- ii) Marketing strategy coaching
- iii) Developing or improving websites
- iv) Internet search engine marketing
- v) Getting more from exhibiting at trade shows
- vi) Creating PR campaigns, plus much more...

- **www.cornwallmarine.com:** Your business will be listed on [www.cornwallmarine.com](http://www.cornwallmarine.com), our website dedicated to raising the exposure of Cornish marine businesses.

- **Royalty Free Images:** More than 9000 high quality free images to use in your marketing. From yachting to aerial views of Cornish marine hotspots we're sure to have that image you're after...

- **Cornwall's Marine Guide and Directory:** As a member you're automatically included in our handy A5 reference directory for the Cornish marine sector (\* for members joining before 5 Dec 2008).

- **www.cornwallmarine.net / Member messaging:** Your business included on the marine sector's own portal - [www.cornwallmarine.net](http://www.cornwallmarine.net) allows you to communicate with all other members via its secure member messaging tool.

- **1 Day Winter Workshops:** A range of 1 day marketing workshops from Dec to April run by nationally accredited trainers. **FREE** for your marine business (see box top right for further details).

### Winter Marketing Workshops

A series of 1 day FREE workshops to improve your marketing skills\*:

- Introduction to marketing communications
- Selling skills for non-sales people
- Introduction to digital marketing
- Search engine marketing
- Email marketing
- How to write the perfect brochure
- Techniques of telephone selling
- Business negotiation skills
- Solution selling
- How to write press releases & newsletters
- How to write for the web

Take part in our survey so we book the right courses for you...

\*Open to full members, choose two courses per organisation



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**CORNWALL**  
**marine**  
NETWORK

Cornwall Marine Network, The Marine Skills Centre, Bridon Marine Building, The Docks, Falmouth, Cornwall TR11 4NJ,  
Tel: 01326 211382, email: [networkoffice@cornwallmarine.net](mailto:networkoffice@cornwallmarine.net)  
[www.cornwallmarine.net](http://www.cornwallmarine.net)