

Marketing Workshop

From theory to campaigns that actually run

Positioning, audience research, content and digital channels taught through live brand exercises; participants leave with a campaign plan they built themselves, not a set of notes.

DURATION	AUDIENCE	FORMAT
Half-day, full-day, or a 4-session series	Marketing students, entrepreneurship cells, startup and brand teams	Workshop-style with team exercises and presentations, 25-150 participants

What participants walk away with

- Define positioning and a sharp target audience
- Write messaging that speaks to a specific buyer
- Choose channels by objective instead of by trend
- Plan a content calendar and a simple funnel
- Read basic performance metrics and decide what to change

Session agenda

Modules are re-ordered and re-weighted based on your batch size and available time.

01 Positioning & differentiation

Who it's for, what it replaces, why it wins.

02 Audience & insight

Cheap research methods that reveal real buying triggers.

03 Messaging & storytelling

Turning features into reasons to care.

04 Digital channels

Search, social, email and creator collaborations, compared honestly.

05 Content & calendar

A month of content built in the room.

06 Measurement

The handful of numbers worth reporting.

Good to know

- **What makes this marketing workshop different from a lecture?** Participants work on a real brand or their own idea during the session. They leave with a campaign plan, not just notes and theory.
- **Is digital marketing covered?** Yes. We cover search, social, email and creator channels, but the focus is on choosing the right channel for the objective rather than chasing trends.
- **Can startup teams attend?** Absolutely. Startup teams and entrepreneurship cells often use the workshop to sharpen their go-to-market plan and messaging.

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