



Building the Back Office
Module 2: Strategic Marketing
Information for Attendees Pack


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Building the Back Office

We are delighted to present our information pack for session 1 of our part series with Social Enterprise Northern Ireland.

Session Two: Strategic Marketing

With firm Mission, Vision and Strategic Pillars identified, it's time to think about communication and marketing. Ensuring that Marketing is inherently Strategic in nature is key to success. In this session, we'll introduce Strategic Marketing, and how to align your marketing activity with business objectives.

Throughout this session, you will learn:

- What Strategic Marketing is.
- The importance of planning and market research.
- The SOSTAC Planning Framework and how to implement it.
- The RACE Model.
- Setting Marketing funnels and controlling success.

You can sign up to this event today on our website via the link below:

www.viablecs.org/viable-events

Please note, by signing up to the above, you agree to the terms of our [Privacy Notice](#) and we may require to contact you with updates.

Viable Corporate Services provide a full range of Back Office services to clients all across Northern Ireland. We are represented by experts in Finance, HR and Marketing, and the content across this series is developed by Chartered Accountants, CIPD Qualified HR Consultants and Marketing MSc Experts.

We look forward to welcoming you on the 30th October for session one.

The Speaker

This session is delivered by Conal Love, Marketing Officer at Vlable Corporate Services.

Conal joined Vlable in June 2020, completing a prolonged USP Restructuring project at Vlable, re-invigorating the Marketing function and establishing a portfolio of clientele for Vlable, delivering services in Social Media, Strategic Marketing and Branding and Analytics.

Since then, Conal has worked with a range of 3rd Sector clients, supporting organisations with linking their business objectives and strategy to their marketing activities.

A Social Media expert and a knowledgeable young business professional, Conal will provide insights in to contemporary business practice in the spaces of Digital Marketing, and how to ensure a presence on Social Media remains rooted in the purpose of Marketing, and is inherently strategic in nature.



Conal Love
Marketing Officer
Vlable Corporate Services