EXTREME BUSINESS ACADEMY

ONLINE EDUCATION CERTIFICATE

VINICIUS FRANCO

Total vCPD time **3 hours 21 minutes**

Attended a training session on the topic of:
The Complete Marketing Course

Learning content:
In this comprehensive course, Chris explains a step by step approach to making sure that you maximise the potential to turn your patients into ambassadors.

Aims and objectives:
1. to understand the difference between advertising and marketing - and why that is important
2. to understand the strategies and tactics that lead to best practice and most effective ROI from; digital advertising, direct advertising, word of mouth marketing, digital human interest marketing
3. to examine the resources required to conduct an effective marketing campaign
4. to explain the role of all team members in the marketing process
5. to explain the role of associates, therapists and hygienists in the marketing process
6. to design a basic 12-month generic marketing plan

Development outcomes:
This CPD course meets the criteria for the GDC's development outcomes C, D.

Chris Barrow

I confirm that the information provided here is full and accurate

This CPD is subject to quality assurance by Chris Barrow

20/02/2023

Certificate 201900000146