

# Certified Courses



# Marketing Strategies and Planning

## INTRODUCTION

- This Marketing Strategies and Planning training course concentrates on the simple, yet undeniable fact that excellent Marketing has never been more important than it is today. In a world of a million "me-toos", countless product comparison websites and the ubiquity of Social Media, your customers are facing a curious paradox:
- They have never been so comprehensively informed, yet
- They have never been more confused
- Customers are beyond distracted, and attention-spans are at an all-time low. Companies are striving for relevance, and differentiation has never been more challenging to achieve. Addressing and correcting these key issues is the purpose of this training course.

### This training course will highlight:

- How to build clear, compelling value and communicate it to the right audience, at the right time in the right medium
- How to analyse and segment the market and then craft compelling value propositions that get attention and bring in revenues
- How to gain a deep insight into consumer behaviour and learn how to market to it
- How to establish metrics for the measurement of marketing programme effectiveness
- How to oversee the company marketing function to identify new customers for products and services
- How to establish short and long-range marketing plans, objectives, and operating procedures
- How to explore new ways to identify and engage new customers using social media platforms

## OBJECTIVES

- This has lofty but critically essential goals, and the companies are searching for ways to demonstrate their relevance to an increasingly distracted customer base.

**This training course aims to give the participants the essential skills and knowledge, as follows:**

- Understand the psychology of purchase and customer loyalty
- Learn how to minimize client churn in an increasingly competitive marketplace
- Develop an executable, thoroughly researched Marketing plan to ensure leadership
- Build trust, communicate effectively, and collaborate with other stakeholders
- Develop effective marketing communication programmes

## TRAINING METHODOLOGY

- This Marketing Strategies and Planning training seminar encourages delegate participation through a combination of lectures, group discussions, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

## ORGANISATIONAL IMPACT

- Increases in customer retention and brand loyalty
- Improved, tailored propositions and clear outcomes
- Refined, sharper marketing strategies and tactics
- Improved corporate reputation
- Greater long-term profitability
- Integrated marketing strategy throughout the organisation
- Higher level of customer satisfaction and retention

## PERSONAL IMPACT

**There are several professional and personal benefits likely to accrue for the participants of this training course, including:**

- Enhanced understanding of how customers think and why they act the way they do
- Increased ability to tailor marketing messages that resonate better with customers
- Knowledge of where to devote their time and company resources in optimising sales and profits
- Enhanced communication and persuasion capability
- Greater confidence as a marketing professional
- Improved productivity and adherence to quality standards
- Increased potential for promotion

## WHO SHOULD ATTEND?

- This Marketing Strategies and Planning training seminar is for anyone who desires to expand their expertise in marketing best practices, policies and procedures. Delegates do not require any previous marketing experience to benefit from this training seminar. This training course is suitable to a wide range of professionals, but will greatly benefit:
- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners

## Course Outline

### Strategic Marketing Masterclass

- The Marketing Mix
- Strategic Positioning
- Situational Analyses
- Customer Segmentation
- Pricing Strategy
- Product Lifecycle Management
- Market Development Strategies

### The Customer

- Market Segmentation
- Customer Personas
- Customer Personality Types
- Understanding Value: How it is created and how it moves
- Key Account Management
- Dealing with Organisations
- Behavioural Psychology: Why customers do what they do?

### Crafting the Message

- Non-Verbal Communication
- Forensic Questioning Skills
- Building Significance with Payoffs
- The Science of Persuasion
- The Role of Emotion in Purchasing
- Drafting the Message
- Building Compelling Value Propositions

## Marketing in the Real and Online World

- Routes to Market
- Harnessing the Power of Your Social Media Marketing Plan
- Implementing Online Marketing Best Practices
- Initiating a Social Media Engagement Plan
- Search Engine Optimisation Strategies
- Facebook and Twitter Marketing Campaigns
- Online Reputation Management

## Creating an Effective Business Marketing Plan

- The Anatomy of a Marketing Plan
  - Putting your plan together (drawing on what has been covered to date)
  - Situational Analyses
  - Lifecycle Management
  - Product (Service Positioning)
  - Pricing Strategy
  - Budgeting
  - Routes to Market
  - Propositions by segment
  - Communications Plan
  - Implementing the Marketing Plan throughout the Organisation
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