

Planning & Implementing Strategic Marketing Procedures

Duration: 5 Days

Language: en

Course Code: PM1-104

Objective

Upon completion of this course, participants will be able to:

- Understand your target demographic and their marketing needs.
- Analyse the best platforms, times, and contact methods to convert your audience.
- Familiarise yourself with your competition and assess their marketing strategy.
- Use different effective communication styles for different persona types to segment your audience.
- Develop a budget for marketing and use creative and innovative marketing methods to achieve a return on investment.
- Plan for the future by looking at marketing trends and developing a strategic framework based on sensible predictions.
- Review your results and amend plans to increase conversion.
- Test marketing strategies using A/B testing plans to secure the right fit for your business.
- Create a portfolio of marketing plans for future use to keep your audience engaged.

Audience

This course is ideal for anyone within a business environment responsible for engaging a wider audience or achieving a larger return on investment for their marketing activities. It would be most beneficial for:

- Marketing Executives
- Business Owners
- Financial Managers
- Change Managers
- Project Managers
- Social Media Representatives
- Customer Service Managers
- Managing Directors
- Product Managers
- Chief Marketing Officers

Training Methodology

This course uses a combination of presentations and trainer-led group activities to discover and assess the best marketing platforms for various types of businesses.
You will create an effective marketing strategy using professional frameworks, group discussions, and workshops to develop a marketing plan to appeal to your audience. You will

have access to real-life marketing analytics and work to understand your best marketing options to make the greatest impact within a set budget.

Summary

Marketing campaigns aren't as simple as they may first appear. You need to identify your target audience, discover their interests and habits and place innovative and creative advertisements in front of them using a marketing platform they are most likely to access. This, coupled with the rapidly changing markets and ever-developing products, means that, as a marketer, you really need to stay on top of the marketing trends and methods to increase your conversion.
Strategic marketing isn't about placing an advert globally, hoping to attract enough interested customers. It's about looking to the future and understanding where the market is going. You'll need to analyse the best marketing platforms, utilise available user data, and create marketing plans ahead of time to bring in new customers, attract clients and stakeholders, and upsell new products to existing customers to keep them interested.

Course Content & Outline

Section 1: An Introduction to Marketing Strategy

- Understanding the current marketing environment.
- Your business' macros and micro-environments.
- Ansoff's Matrix of marketing objectives.

Section 2: Understanding Your Target Demographic

- Segmentation of your audience.
- Introducing new products.
- Your audiences' persona and future needs.
- How to build trust with your customers.
- Your customers' motivators.

Section 3: Assess Your Current Standpoint

- Understanding market share.
- Market research in comparison to corporate objectives.
- Price point analysis to maximise revenue.
- Your current product longevity and bringing new products to market.

Section 4: Analyse User Data & Behaviours

- Accessing phone data to understand your customers’ needs and wants.
- Understand user behaviour and predict their next move.
- Identify potential new target audiences based on your product assets.
- The psychology of purchasing.

Section 5: Finding the Right Platform

- Social media strategies.
- Programmatic advertising.
- Paper-based adverts.
- How to access word-of-mouth advertising.
- Emailing and gathering repeat custom - generate and churn.
- Global marketing vs. local marketing methods.

Section 6: Creating a Marketing Framework

- The 4 Ps - product, place, price, and promotion.
- Investments vs. expenses.
- Tracking financials and staying within budget.
- Devising a strategic rollout.

Section 7: Interpreting Trending Data for Future Predictions

- Determine future demand for your products.
- Will you need to adjust products, marketing strategies or your target audience to maintain success?
- Creating a workable product lifestyle that your customers love.
- Marketing forecasts and cross-channel efficiency.

Section 8: New Marketing Tactics to Keep Things Fresh

- Designing your marketing campaign.
- Creating an advertising strategy.
- Developing clear and compelling content.
- Promotion vs. standard advertising techniques.

Section 9: Deliver & Monitor Your Strategy

- A/B Testing strategies.
- Monitoring performance, efficiency, and effectiveness.
- Auditing your process to aid effective decision-making.
- Anticipating dips and troughs.

Section 10: Lessons Learned, Regrouping & Moving Forward

- Demonstrating wins and losses.
- Generating long-term profitability from a lift and shift framework.
- Sharpen your strategy to improve customer retention and build brand loyalty.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Sales & Marketing

Tags

Customer Service, strategy, feedback, Media, marketing, SM, Social Media, 4Ps

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YouTube Video

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