

B2B Marketing Strategies and Competitive Tactics

Target Audience: Marketeers, Brand Managers, Product Managers and Commercial Managers looking for practical tools and techniques to use in their B2B marketing efforts. *Also highly valuable for a team of marketing and sales managers to build synergy in their efforts moving forward.*

Key Learning Outcomes

- Learn how to link your marketing plan to the company's business strategy and work with the sales team accordingly.
- Gain the knowledge and understanding of key B2B marketing principles and how to apply them.
- Learn how to segment your customers and competitively position your business, products and services in the marketplace.
- Use best practice tools and techniques to formulate your marketing strategies and convert these into tactical and operational plans.
- Synergise efforts with the Sales Team to maximise the benefits of the marketing effort.

Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions
- ✓ Individual and group exercises
- ✓ Case studies
- ✓ Technique application practice
- ✓ Business problem solving
- ✓ Personal action planning

Course Outline

DAY 1

Planning for Sustained Success

- Marketing Defined and the Importance of Marketing Planning
- Aligning Marketing Plans with Strategic Business Plans
- Developing an Effective Marketing Plan

Analysing the Playing Field

- Marketing Analysis – Where Are We Now ?
- Environmental Audit
- Portfolio Analysis
- Impacts on the Product Life Cycle
- Marketing Research
- Competitor Analysis – The Art of War

Market Segmentation

- Choosing Customer Segments
- Defining Your Product-Market Structure
- Segmenting your Product Market

DAY 2

Differentiating and Positioning the Product

- Determining Critical Customer Touch Points
- Using Matrices to Differentiate from Competitor Products
- Developing a Positioning Statement
- Marketing Strategies for Competitive Positions

Product Branding

- Dimensions of a Brand Personality
- Building a Brand Values Map
- Determining Product Insights – 4Ws
- Generating a Proposition Statement

Ensuring Success

- Optimising the Marketing Mix
- Advertising, Promotion and Pricing Strategies
- Marketing and Sales working as an Integrated Team
- Action Plans Moving Forward

Pre-Course Work: Completion of Pre-Course Questionnaire

Course Material: Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

Ideal Number of Participants: 9

Maximum: 12

Minimum: 4