

## How to Build a Marketing Strategy

**Target Audience:** This programme is designed to give managers from all disciplines an understanding of how to construct a marketing strategy. It will give marketing executives the knowledge they require to develop and communicate marketing strategies and enable non-marketing executives to support the role of marketing within the wider business plan.

### Key Learning Outcomes

- Learn how to develop marketing tactics that are aligned with your corporate strategy.
- Explore how to improve the interaction of marketing with other disciplines.
- Understand how to evaluate the internal and external environment, and assess competitors and their strategic intent.
- Discover how to strategically position the organisation in the marketplace.
- Learn how to create and enforce the brand proposition in the strategy.
- Communicate and implement the strategy effectively internally and externally.

### Course Experience

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

## Course Outline

### DAY 1

#### Marketing in the Organisation

- Understanding the role and scope of marketing
- How marketing contributes to the organisation
- How marketing objectives are aligned with other objectives
- How objectives conflict

#### A Customer Focus and Culture

- Understanding the importance of customer focus
- How customer focus drives the organisation
- The effect of corporate culture on customer focus

#### Understanding the Environment

- How to assess the limitations of the organisation
- Understanding the micro-environment
- Assessing the macro-environment
- Analysing competitors

#### Evaluating Strategic Options

- Looking at a range of possible strategies
- Matching strategies to resources and context
- Push pull and profile

### DAY 2

#### Defining the Position

- How customers perceive your organisation
- How the organisation perceives itself
- Establishing a position
- The role of branding and how it affects position
- Making the message consistent
- Developing a strategy statement

#### At the Heart of Strategy - Segmentation and Targeting

- Developing a sense of direction
- The principles and practice of segmentation
- Profiling and targeting
- Defining customers by potential lifetime value

#### Setting Marketing Objectives

- How to define the objectives
- Making the objectives SMART
- Using higher level objectives to set lower level objectives

### DAY 3

#### Constructing the Marketing Plan

- Product range, service and price
- Using the right communications methods
- Establishing and communicating the message
- Developing and supporting channel partners
- Tackling the issue of culture
- Putting the right processes in place
- Using CRM to make the plan work
- Policing the brand
- Putting it into practice

#### Setting the Budget

- Key elements in the budget
- Getting a return on investment
- Monitoring spend

#### Measuring Effectiveness

- Implementing the plan
- Why measurement is necessary
- Defining the measurement criteria
- Measuring the impact of different marketing actions
- Justifying the cost of marketing against results

**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