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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 Delivery

- ✓ 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

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