

## Marketing Communications Strategies and Practices

**Target Audience:** This programme is designed for people who want to understand how marketing communications can be applied more effectively within their organisation. Both sales and marketing people should benefit considerably as this is a practical course which shows how marketing communications work and how to make them work better for you. Throughout the course delegates will be given guidance on how to apply the principles in a practical way which meets their own marketing communications objectives.

### Key Learning Outcomes

- Define the scope of marketing communications.
- Create different approaches for different target audiences.
- Select the right tools of the marketing communications mix.
- Apply the tools in different situations.
- Create an integrated communications mix.
- Design the right messages for different target audiences.
- Avoid wasting budget on the wrong communications.
- Measure the effectiveness of different marketing communications methods.
- Set up a measurement system in order to monitor marketing success.
- Use a database or CRM system to improve marketing communications.
- Put together a structured marketing communications plan which can be used in practice.

### Course Delivery

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

## Course Outline

### DAY 1

#### Stage 1

- How to avoid wasting your marketing communications budget
- What works and what doesn't
- The most important thing in marketing communications
- Segmenting the market and identifying the target audience
- Profiling and targeting different decision makers
- What influences the decision maker
- High and low involvement
- Understanding the barriers to communication

#### Stage 2

- Introducing the marketing communications tools
- Advertising tools and where they are appropriate
- How to use sales promotions
- Using direct marketing and marketing databases
- Understanding public relations and its methods
- How to get the best from e-marketing

### DAY 2

#### Stage 2 (cont)

- Using selling and marketing to achieve a better result
- How the various communications tools work
- Understanding which tools are useful to you
- Getting the tools to work together
- Developing an effective marketing communications mix

#### Stage 3

- Some marketing communications models
- How the message works
- The important aspects in message design
- How to develop the message
- Choosing the right message for the right medium
- How to find out if the message is right

### DAY 3

#### Stage 4

- Understanding marketing communications strategies
- Where the strategy fits in
- Marketing to stakeholders
- Marketing internally
- Using marketing communications to sell to distribution partners
- Supporting channel partners with marketing communications

#### Stage 5

- Using communications to build customer relationships
- Lifetime value affects communications
- Using communications for acquisition, retention and win-back
- How to create a marketing communications plan
- Measuring the effectiveness of marketing communication

**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:** 6

**Maximum:** 12

**Minimum:** 2