

ADVANCED STRATEGIC MARKETING TM06

Boost the efficiency and effectiveness of your marketing

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Workshop Overview

Professionals working in the marketing sphere must emphasise the ever-increasing importance of marketing to internal and external audiences. This workshop will aid that process greatly by allowing participants to go and implement efficient and effective marketing strategies. The three-day workshop will instruct participants on a wide range of marketing strategies and their applications.



Benefits

Participants will learn about the latest marketing tools and strategies to improve their existing campaigns. How to strategically focus on the implementation of different marketing elements into the marketing mix will also be a key focus of this workshop.

Outcomes & Content

- ✓ Strategic Marketing -4ps, BCG matrix
- ✓ Summary of strategic marketing
- ✓ Attaining strategic growth
- ✓ Marketing matrices: BCG, Ansoff and others
- ✓ Segmentation, targeting, positioning
- ✓ Fitting into wider organizational strategy
- ✓ The product life cycle
- ✓ Effective branding
- ✓ Innovative approaches to data collection



Who should attend ?

This workshop is for organisations looking to boost the efficiency of their marketing activity. Participants should be experienced managers, from a marketing or non-marketing background with responsibility or involvement in strategic business planning or who have authority to develop and implement marketing plans and strategy.

