



## Workshop Overview

In today's competitive markets, success depends on the quality and effectiveness of market-led strategic planning. Transforming product-facing, financially-driven strategies into effective market-led approaches isn't an easy process but it's increasingly recognised as key to organisational success. We tackle the critical issues head on, enabling you to create competitive advantage and improve your marketing investment.



## Benefits

Attendees will learn how to review current approaches in developing marketing strategy, as well as how to compare with best practice. They will have explored methodologies that improve their market and customer understanding and developed fully evaluated marketing strategy proposals.

## Outcomes & Content

- ✓ Marketing's role in organisations today
- ✓ The challenge of establishing a market orientation
- ✓ Structure of a customer-focused marketing plan
- ✓ The tools of internal and external analysis
- ✓ The strategic marketing planning process
- ✓ Aligning operational and tactical level plans
- ✓ The challenges of segmentation
- ✓ Developing the value proposition
- ✓ From product to service to solution
- ✓ Brand strategy and delivering the brand promise
- ✓ Metrics to evaluate and improve



## Who should attend ?

The masterclass is for marketing professionals, brand managers, PR, and digital marketing professionals at manager or executive level who want to transform their existing marketing plans and gain a competitive advantage in the marketplace.

