



Workshop Overview

The course is about strategic planning to get the most from your marketing budget. As well as gap analysis, targeting and segmentation, it also looks at new ideas and best practice. You will learn how to grow and defend your market position whilst maximising profitability.



Benefits

Delegates attending this Strategic Marketing Planning workshop will learn the steps to undertake a marketing audit to support a marketing plan for their organisation. As part of the plan they will be taught segmentation techniques to identify their key target audience and be shown how to set clear, measurable objectives and the importance of analysis to measure and refine the plan to ensure it is future proof.

Outcomes & Content

- ✓ Marketing orientation
- ✓ What determines a marketing-led company?
- ✓ The elements of the marketing mix
- ✓ The classic four P's of marketing explained
- ✓ Adapt a plan to brand/market needs
- ✓ The planning process for different brands
- ✓ The tools of strategic marketing planning
- ✓ Segmentation, targeting and positioning
- ✓ Identify the company's key target segments
- ✓ Competitive advantage analysis
- ✓ Marketing research
- ✓ Setting goals and objectives
- ✓ Measurement and evaluation



Who should attend ?

This course is for all those involved in the development of marketing plans. It will suit those managing smaller businesses needing to review their marketing strategy or marketing managers from larger organisations.

