



### Workshop Overview

The marketing function in many organisations can be vast, disjointed and dispersed and quite often it's difficult to understand what makes the difference between good and great marketing. We often work in silos, and very rarely benchmark our own efforts and capabilities against best practice in the marketplace. This masterclass will provide delegates with those insights and a clear focus on planning, creating, implementing, delivering and analysing campaigns.



### Benefits

By attending this workshop you will become more effective at creating and managing insight-driven communications campaigns that deliver on your objectives. You will learn how to adopt a customer-centric approach to generate campaigns that motivate your key audiences and understand the effective methods to measure and evaluate success.



### Who should attend ?

This workshop would benefit practitioners in marketing, marketing managers, brand managers and those in New Product Development who are responsible for researching, planning, developing and implementing marketing strategy or plans.

### Outcomes & Content

- ✓ Communication campaigns
- ✓ Communication essentials – Exercise
- ✓ Customer profiling – Identifying desires and needs
- ✓ Communications planning & scoping approach
- ✓ Developing your communication brief
- ✓ Creating brand communications ideas – Exercise
- ✓ Developing your key messaging
- ✓ Strategy development - Exercise
- ✓ Presenting/assessing brand communication Ideas
- ✓ Developing targeted media strategies & plans
- ✓ Setting communication budgets
- ✓ Measuring communications performance
- ✓ Creating your personal communications plan

