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بروجاكس للتدريب والتطوير
Projacs Training and Development

Marketing Strategies and Planning

26 – 30 December 2022

Barcelona - Spain

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



Introduction

A strong marketing strategy including proper customer and market segmentation, product positioning, well-thought advertising, and promotion identifies and utilizes an organization's competitive advantages in its current and target markets to define the best resource allocation and market penetration activities. A strategy is not of much help if not implemented and brought to life. That's why developing an insightful marketing plan, based on a well-defined strategy, ensures marketers can contribute the highest possible value to an organization at the strategic level. The development and implementation of marketing plans, campaigns and strategies is a task that any company faces with, regardless of the field of activity, and accordingly, there must be good specialists with marketing certificates capable of making correctly.

Our Certification Marketing Strategy and Planning course provides you with knowledge on how to turn your strategy into actionable and operational plans. Participants learn how to analyze the current market situation, focus on the unique selling proposition of your product or service, and target the needs of your markets, considering the concept of 7ps of marketing. This course enables you to prepare the right marketing strategies and to develop a marketing mix specific to your market and its needs to reach the company's marketing objectives and successfully develop and implement a clear, rewarding marketing plan. You will also learn about the differences in developing strategy depending on your target audience – B2C and B2B marketing.

Throughout the course, we cover a significant number of vital marketing topics. Here are just a few of them:

- Key aspects you must consider including in your Marketing Strategy
- How to seize great opportunities for marketing growth
- How to build customer-centric strategies and reap more benefits
- Proven methods for creating a comprehensive marketing strategy
- How to align your plan with the strategy and bring it to life
- Considering some examples of marketing plans and strategies

Who Should Attend

- CMOs
- Senior Management
- Public Relations Practitioners
- Sales and Marketing Managers
- Digital Marketing Managers
- Brand Managers
- Business Owners
- Marketing Analysts
- Product Marketing Managers
- Marketing Professionals responsible for strategy development

Objectives

By the end of this course practitioners shall learn to:

- CMOs
- Senior Management
- Public Relations Practitioners
- Sales and Marketing Managers
- Digital Marketing Managers
- Brand Managers
- Business Owners
- Marketing Analysts
- Product Marketing Managers
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Course Outline

Day One:

- **What is Marketing Strategy**
 - The role and scope of Marketing. Marketing strategy basics
 - The customer focus & escalating influence of technology
 - Digital and online developments – the big picture of market changes
 - The strategic Marketing planning & decision-making process
- **Measuring Market Opportunities**
 - The gap between long-term objectives and current company performance
 - Situation & opportunity analysis
 - Use of market research for Marketing strategy decisions
 - Analysis of various strategic alternatives
 - Blue Ocean versus Red Ocean strategies
 - Key factors shaping the choice of strategy

Day Two:

- **Designing Life Cycle Strategies:**
 - Basic product/service life cycles
 - Product/service life cycle strategic elements and how they differ per stage
 - Key strategies for the different psychographic groups
 - Core elements of the growth strategies matrix
 - Applying the growth strategies matrix to your strategy development process
- **Customer-Centric Strategies – Treat Your Customers the Way You Want to Be Treated**
 - Segmentation basics & variables
 - Targeting attractive segments
 - Using customer needs and insights to your advantage
 - Understanding customers' perceptions and how to manage those perceptions

- Lifetime value of a loyal customer – why is this analysis vital?
- Reviewing the cost of lost customer impact – think twice, how much does it REALLY cost?

Day Three:

- **Managing Brand Value – Never Underestimate the Power of Brand**
 - Differentiation and positioning.
 - Effective positioning and how to create a powerful Value Proposition
 - Best methods to create, maintain or improve brand positioning
 - Strategically managing tactical programs to fit the brand
 - How to keep brand integrity and manage brand value at all levels of the organization
- **Promotion Strategy & Marketing Channels**
 - Preparing promotion strategy
 - Role of the Marketing Mix.
 - Boost your Communications to the next level - Integrated Marketing Communications
 - The new digital marketing world – critical success factors in the digital age including Social Media
 - Online & Offline content delivery and marketing channels that marketers need to manage today
 - Developing and implementing sales force & promotion strategy
- **Product Strategies**
 - The strategic analysis of existing products
 - Developing product & branding strategies
 - Growing your product portfolio. Continuous innovation & new product development

Day Four:

- **The Role of Pricing in Marketing Strategy**
 - Strategic role of price
 - External, uncontrollable pricing forces impacting strategy
 - What are the internal, controllable pricing elements?
 - Analysing the pricing situations

- Selecting the pricing strategy
- Determining specific prices and policies
- **Marketing Strategies for Different Markets and Competitive Environments**
 - Strategies for new market entry
 - Strategies for growth markets
 - Strategies for mature and declining markets
 - Competing in global markets

Day Five:

- **The Business Situation Analysis – How Analysis May Save Your Money and Time**
 - Understanding the framework for competitive analysis
 - Competitive, customer and environmental analyses
 - SWOT and TOWS Analysis – How to perform a flawless analysis
 - Portfolio Analysis and Design (The Boston Consulting Group Matrix)
- **Marketing Strategy Implementation and Control**
 - Aligning strategic, operational and tactical level plans to optimize the effect
 - Distributing responsibilities across the organization – proper delegation and coordination
 - Preparing the Marketing plan & defining the budget for marketing, ROI
 - Performance criteria and information needs
 - Performance assessment and action

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation
- slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, and case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

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|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **5,500 USD**
**VAT is Excluded If Applicable*