

# Market Leadership & Marketing Strategies

## INTRODUCTION

- Developing marketing plans and strategies in today's fast-paced business environment is the most challenging it has ever been. There is an increasing choice of interactive devices, platforms and channels that customers use ranging from smartphones and tablets to social networks and search engines. In order to maintain market leadership, organisations have no choice but to innovate rapidly to stay ahead of the competition. However, creating a culture of innovation doesn't come easily. This course is designed to give delegates a clear, in-depth understanding of core marketing concepts, tools, and best practices used by market leaders.
- This Market Leadership & Marketing Strategies training course provides delegates a deep dive into the methodology and marketing strategy that will generate market growth and measurable results. A well-developed marketing strategy will help you obtain your business goals and build a strong reputation for your products and services. To be of value, a comprehensive marketing strategy needs to be driven by market research and focus on the product mix in order to achieve maximum, long-term profitability. Delegates will walk away from this training course with market leader skills to create, recommend, and execute marketing plans, programmes, and strategies resulting in increased market share, profitable growth, and expansion of the organisation's products and services.

This training seminar will highlight skills to:

- Analyze customer research, market conditions and competitor information
- Develop, plan and implement marketing initiatives
- Evaluate and monitor the effectiveness of integrated marketing campaigns
- Effectively integrate social media marketing into traditional marketing plan
- Utilize marketing to build customer loyalty and brand awareness

## OBJECTIVES

- Engage consumers on social media to expand brand awareness
- Evaluate market trends and recommend changes to marketing strategies
- Communicate with target audiences and manage customer relationships
- Integrate the best practices of market leaders
- Expand and develop marketing platforms
- Report on return on investment and key performance metrics

## TRAINING METHODOLOGY

- This training course encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

## ORGANISATIONAL IMPACT

Major benefits to the organisation include:

- Unified marketing strategy throughout the organisation
- Better market expansion generating more profitability
- Improved sales effectiveness for products and services
- Streamlined approach to social media marketing
- Increased number of repeat customer sales
- Greater brand awareness

## PERSONAL IMPACT

- Improved marketing acumen and effectiveness
- Enhanced face-to-face communication skills
- Greater self-confidence and capability to achieve results
- Increased opportunity for recognition and promotion
- Enhanced goal setting ability
- Increased capacity to adopt new marketing technologies and best practices

## WHO SHOULD ATTEND?

- This training course is for anyone who desires to expand their expertise in marketing best practices, policies and procedures. Delegates do not require any previous marketing experience to benefit from this training seminar. This training course is suitable to a wide range of professionals, but will greatly benefit:
  - Marketing Professionals
  - Public Relations Practitioners
  - Marketing Managers
  - Sales Managers
  - Brand Managers
  - Business Owners

## Course Outline

### Marketing Communication Principles and Best Practices

- Keeping-up with Communication Technology and Innovation
- The Power of Non-verbal Communication in the Marketing Process
- Strategies for Marketing to Different Customer Types
- Active Listening and Questioning Skills to Promote Effective Communication
- Techniques for Giving and Receiving Constructive Feedback

### Building Your Position as a Market Leader

- Developing Strategic Marketing Objectives with SMART Goals
- Identifying your Target Market with SWOT Analysis
- Profiling and Targeting Potential Customers with Market Research
- Benchmarking your Competitors' Products, Pricing, and Marketing Tactics
- Implementing the Elements of the Marketing Mix
- Customer Relationship Management: Creating the Ultimate Customer Experience

### Key Elements of a Successful Marketing Strategy

- Market Leader Advantages and Disadvantages
- Eastman Kodak: From Market Leader to Bankruptcy
- The Four Stages of the Product Life Cycle
- Customer Lifecycle Management: How to Increase Customer Lifetime Value
- Utilizing Customer Service to Increase Sales and Brand Loyalty
- Developing an Integrated Marketing Plan with the SOSTAC Model

### Using Social Media Marketing to Increase Market Share

- Social Media Marketing Advantages and Disadvantages
- Creating a Social Media Marketing Strategy
- Social Media Marketing Platforms
- Brand Reputation Management
- How to Measure Social Media Effectiveness
- Social Media Best Practices

### The Roles and Responsibilities of Successful Market Leaders

- Team Building and Employee Empowerment
- The Art of Delegation and Outsourcing
- Leading Organisational Change Management
- Building a Market Leader Organisational Culture
- Establishing Sales Territories and KPI Goals