

Strategic Marketing

Introduction

The creation of clear strategic marketing goals aligned to business needs is essential to ensure sustainable profit and customer lifetime value.

Creating such a marketing and product environment requires a careful balance of inspired, insightful and informed people with systems, processes and strategies that deliver collective objectives.

In this program we will inspire, educate and involve every attendee in improving their personal contribution to the development of the Marketing Strategy in the business.

The course will provide Marketing and Product Development executives with insight and techniques to implement to ensure continuous improvement in their role, their personal development and the outputs for the business.

The program will create strategic thought leadership through inspiration, new insights and approaches.

By providing a platform for exchanging ideas, experiences and best practice the outcome will be a coordinated and focused Marketing team.

Objectives

By the end of this course participants will be able to:

- Prioritise processes, actions and thinking across a range of marketing, customer, competitor and internal analyses to turn information into business intelligence
- Produce a customer-focused strategy marketing and product development plan aligned to business objectives
- Measure integrated strategic and tactical activity to help deliver business goals and continuous improvement within the Marketing team

Content

A sample of what is covered includes:

Industry analysis

- Industry Analysis using the PESTER technique to analyse political, environmental, social, technological, economic and regulatory issues and opportunities

Competitor analysis

- Competitor Analysis and Principles of Ongoing Auditing using competitor analysis theory and techniques to help create and drive an appropriate marketing information system

Segmentation targeting and positioning

- Market Segmentation and Customer Insight using a range of segmentation tools and prioritisation techniques to establish prioritised needs and values across the industry

Setting goals and objectives

- Strategic Marketing Planning using SOSTAC principles to align situation analysis, objectives, strategy, tactics, action planning and control and measurement to deliver SMART objectives
- Integration of strategic thinking and plans with business goals highlighting methods of cross functional team working using effective techniques in internal communication

Product and service alignment

- Aligning appropriate products and services to customer needs to maximise profit and long-term loyalty using SWOT Analysis to investigate relative strengths, weaknesses, opportunities and threats.

Marketing research

- Consultative Marketing activity to enhance customer loyalty by focusing on creation, development and communication of a customer advocacy plan

The Customer Journey

- Creating the Customer Journey for optimum cost-effective marketing activity, measurement and customer experience using a range of customer relationship management techniques

Marketing communications strategy

- Message creation and customer value enhancement by using tools for prioritising and aligning communication and messages with researched needs

Stakeholder Engagement

- Stakeholder Engagement linking Marketing activity with shared goals across the business using appropriate measurement and reporting dashboards

Digital Marketing & Social Media

- Digital Marketing and Social Media, including the next generation Cloud Marketing to ensure the business is aligned to maximise the potential of current and future best practice digital marketing and communications

The elements of the Marketing Mix

- Using the Marketing Mix (7Ps) to fine tune product and pricing, measurement and reporting. Techniques such as Balanced Scorecard and Product Lifecycle will bring a strong theoretical platform upon which to deliver tactical marketing activity

