

Market Leadership & Marketing Strategies

Tunis (Tunisia)

19 - 23 April 2026

UK Traininig

PARTNER



Market Leadership & Marketing Strategies

Code: CC28 From: 19 - 23 April 2026 City: Tunis (Tunisia) Fees: 3700 Pound

Introduction

Developing marketing plans and strategies in today's fast-paced business environment is more challenging than ever. With an increasing range of interactive devices, platforms, and channels that customers use—such as smartphones, tablets, social networks, and search engines—organizations must innovate rapidly to maintain market leadership. This course is designed to provide an in-depth understanding of strategic marketing leadership, the core concepts of thought leadership marketing, and the tools and best practices used by successful market leaders.

Whether you are looking to develop leadership skills in marketing or master the types of marketing strategies, this course equips you with the knowledge and techniques to create effective and global marketing strategies that enhance brand positioning, customer engagement, and organizational success.

Course Objectives

By attending this course, you will be able to:

- Understand the marketing leadership meaning and its importance in today's competitive landscape.
- Engage consumers using thought leadership marketing strategies to expand brand awareness.
- Evaluate market trends and develop good marketing strategies that align with customer needs.
- Learn the types of marketing strategies and how to apply them effectively.
- Communicate with target audiences to manage customer relationships.
- Integrate the best practices of digital marketing leadership used by global market leaders.
- Develop and expand marketing platforms while focusing on return on investment ROI.
- Report on key performance metrics and adjust strategies for maximum impact.

Course Outlines

Day 1: Marketing Communication Principles and Best Practices

- Overview of basic marketing strategies and their significance.
- 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.

Day 2: Building Your Position as a Market Leader

- Developing strategic marketing objectives using SMART goals.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the image.

UK Training
PARTNER

- Identifying your target market with SWOT analysis.
- Profiling and targeting potential customers using market research.
- Benchmarking your competitors' products, pricing, and marketing tactics.
- Implementing the elements of the marketing mix.
- Mastering customer relationship management to create the ultimate customer experience.

Day 3: Key Elements of a Successful Marketing Strategy

- Understanding market leadership meaning and its impact on business success.
- Lessons from 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 enhance sales and brand loyalty.
- Developing an integrated marketing plan with the SOSTAC model.

Day 4: Using Social Media Marketing to Increase Market Share

- Advantages and disadvantages of social media marketing.
- How to create a social media marketing strategy.
- Understanding different social media marketing platforms.
- Online brand reputation management.
- How to measure social media effectiveness and ROI.
- Social media best practices for digital marketing leadership.

Day 5: The Roles and Responsibilities of Successful Market Leaders

- Building high-performing teams through marketing leadership training.
- The art of delegation and outsourcing.
- Leading organizational change management for sustained success.
- Creating a market leader organizational culture.
- Establishing sales territories and KPI goals.
- Developing a market leader action plan.

Why Attend This Course: Wins & Losses!

- Master the fundamentals of marketing leadership training and the creation of good marketing strategies.
- Develop global marketing strategies that align with diverse market needs.
- Gain hands-on experience with the different types of marketing strategies, from traditional methods to advanced digital platforms.
- Learn how to implement thought leadership marketing strategies to position your organization as an industry leader.
- Enhance your ability to engage customers through strategic marketing leadership.
- Leverage digital marketing leadership to boost your online presence and ROI.

Conclusion

This course equips participants with the essential tools and strategies needed to achieve marketing leadership and establish themselves as industry pioneers. By mastering the types of marketing strategies and learning how to apply thought leadership marketing definitions, attendees will gain the confidence to lead their organizations toward

UK Training
PARTNER





innovation and sustained growth.

If you aspire to enhance your marketing expertise and drive organizational success, this course is your gateway to achieving strategic marketing leadership. Join us and transform your approach to marketing in a competitive, globalized business environment.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

