

## Market Leadership & Marketing Strategies

*Cape Town (South Africa)*

*6 - 10 January 2025*

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Code: CC28 From: 6 - 10 January 2025 City: Cape Town (South Africa) Fees: 3300 Pound

### 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.

### Course Objectives

- Engage consumers on social media to expand brand awareness.
- Evaluate market trends and recommend changes to market 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.

### Course Outlines

#### Day 1

##### 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.

#### Day 2

##### 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.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The pieces are gold and silver. The board is white and black squares. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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### Day 3

#### 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.

### Day 4

#### Using Social Media Marketing to Increase Market Share

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

### Day 5

#### 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
- Developing a Market Leader Action Plan.

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