

Market Leadership & Marketing Strategies

Accra (Ghana)

14 - 18 April 2025

UK Training

PARTNER



Market Leadership & Marketing Strategies

Code: CC28 From: 14 - 18 April 2025 City: Accra (Ghana) 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 chessboard with several pieces, including a king, a queen, and a pawn, set against a background of concentric circles.

UK Training
PARTNER

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.

UK Training

PARTNER



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)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



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)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



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



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

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

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

