

Market Leadership & Marketing Strategies

Dubai (UAE)

8 - 12 December 2024

UK Training

PARTNER

Market Leadership & Marketing Strategies

Code: CC28 From: 8 - 12 December 2024 City: Dubai (UAE) Fees: 3900 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 of Leadership Marketing Strategies

- 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

Leadership Marketing Strategies 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

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

- Implementing the Elements of the Marketing Mix
- Customer Relationship Management: Creating the Ultimate Customer Experience

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

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and black, with a white square in the foreground. In the background, there are concentric white circles on a light gray background.

UK Training
PARTNER

Blackbird Training Cities

Europe

izmir



Podgorica (Montenegro)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



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 Refinement

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

 training@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

