

# Market Leadership & Marketing Strategies Interactive Workshops

*Brussels (Belgium)*

*18 - 29 November 2024*

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## Market Leadership & Marketing Strategies Interactive Workshops

Code: CC28 From: 18 - 29 November 2024 City: Brussels (Belgium) Fees: 7400 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, fostering a culture of innovation is no simple feat. It requires a nuanced understanding of core marketing concepts, adept utilization of tools, and the implementation of best practices employed by market leaders. This course is meticulously crafted to equip delegates with a profound and comprehensive comprehension of these essential elements. By delving into core marketing principles, tools, and the tried-and-tested strategies of industry frontrunners, participants will gain the insights and skills necessary to not only survive but thrive in today's rapidly evolving business landscape.

### 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
- Practical Applications
- Networking Opportunities
- Industry Experts

### 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

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are gold and silver. The board is white and black squares. In the background, there are concentric circles radiating from the center.

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## 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

## 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

## Day 6

### Data-Driven Marketing and Analytics

- Importance of Data in Marketing
- Data Analytics for Decision-Making

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- Key Performance Indicators KPIs in Marketing
- Using Marketing Analytics Tools
- Interpreting and Applying Marketing Data

## Day 7

### Global Marketing Strategies

- Expanding Markets Internationally
- Cultural Considerations in Global Marketing
- Adapting Marketing Strategies to Different Regions
- International Marketing Mix
- Managing Global Branding and Communication

## Day 8

### Influencer Marketing and Partnerships

- Understanding Influencer Marketing
- Identifying and Partnering with Influencers
- Creating Effective Influencer Marketing Campaigns
- Measuring the Impact of Influencer Marketing
- Building Long-Term Partnerships

## Day 9

### Brand Management and Reputation

- Importance of Brand Management
- Building and Maintaining a Strong Brand Identity
- Crisis Management and Reputation Repair
- Branding in the Digital Age
- Measuring and Enhancing Brand Equity

## Day 10

### Future Trends in Marketing

- Emerging Technologies in Marketing
- Sustainable and Ethical Marketing Practices
- Consumer Behavior in the Digital Era
- Predictive Marketing and Artificial Intelligence
- Adapting to Evolving Consumer Expectations

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

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

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