

Market Leadership & Marketing Strategies Interactive
Workshops

Lisbon (Portugal)

13 - 24 October 2025

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Introduction

In today's rapidly evolving business environment, developing marketing plans and strategies has never been more challenging. With a growing range of interactive devices, platforms, and channels—from smartphones and tablets to social networks and search engines—organizations must innovate quickly to maintain their market leadership. To succeed in this competitive landscape, fostering a culture of marketing leadership is critical.

However, building effective marketing leadership is no easy feat. It requires a deep understanding of core marketing concepts, proficient use of tools, and the implementation of best practices adopted by market leaders. This course is carefully designed to equip participants with a profound comprehension of these essential elements. By exploring strategic marketing leadership, tools, and the proven strategies of industry frontrunners, participants will gain the insights and skills necessary to not only survive but thrive in today's rapidly changing business landscape.

Course Objectives

- Enhance marketing leadership: Learn how to develop marketing leadership skills through innovative strategies and practical techniques.
- Global marketing strategies: Understand how to create global marketing strategies that reflect regional and cultural needs.
- Analyze marketing strategies: Learn how to craft innovative marketing strategies aligned with the definition of marketing strategy and the importance of marketing leadership.
- Implement creative marketing strategies: Understand how to apply a creative strategy in marketing that leads to effective results and business success.
- Measure return on investment and KPIs: Master how to track success and report effectively on key performance metrics.
- Develop marketing leadership capabilities: Understand the elements of marketing leadership and how to adapt to a fast-evolving market.

Course Outlines

Day 1: Marketing Communication Principles and Best Practices

- Keeping up with technological advances in communication.
- The power of non-verbal communication in marketing.
- Strategies for marketing to different customer segments.
- Active listening and questioning techniques to enhance communication.
- Techniques for giving and receiving constructive feedback.

Day 2: Building Your Position as a Market Leader

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

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- Developing strategic marketing objectives with SMART goals.
- Identifying your target market using SWOT analysis.
- Profiling and targeting potential customers through market research.
- Benchmarking competitors' products, pricing, and marketing tactics.
- Implementing the elements of the marketing mix.
- Customer relationship management: Creating an outstanding customer experience.

Day 3: Key Elements of a Successful Marketing Strategy

- Advantages and disadvantages of market leadership.
- Case Study: Eastman Kodak - From Market Leader to Bankruptcy.
- The four stages of the product lifecycle.
- Customer lifecycle management: How to increase customer lifetime value.
- Utilizing customer service to increase sales and brand loyalty.
- Developing an integrated marketing plan using the SOSTAC model.

Day 4: Using Social Media Marketing to Increase Market Share

- Advantages and disadvantages of social media marketing.
- Creating a social media marketing strategy.
- Exploring social media marketing platforms.
- Online brand reputation management.
- Measuring social media effectiveness.
- Social media best practices.

Day 5: The Roles and Responsibilities of Successful Market Leaders

- Team building and empowering employees.
- The art of delegation and outsourcing.
- Leading organizational change.
- Building a market leader organizational culture.
- Establishing sales territories and KPI goals.
- Developing a market leadership action plan.

Day 6: Data-Driven Marketing and Analytics

- The importance of data in marketing.
- Data analytics for decision-making.
- Key performance indicators KPIs in marketing.
- Using marketing analytics tools.
- Interpreting and applying marketing data.

Day 7: Global Marketing Strategies

- Expanding into international markets.
- Cultural considerations in global marketing strategies.
- Adapting marketing strategies to various regions.
- International marketing mix.
- Managing global branding and communications.

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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

- The 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 age.
- Predictive marketing and artificial intelligence.
- Adapting to evolving consumer expectations.

Why Attend This Course: Wins & Losses!

- Enhance your marketing leadership skills: This training will help you develop the essential marketing leadership skills required to lead your team and organization toward success in today's competitive market.
- Learn innovative marketing strategies: You will gain insight into types of marketing strategies and how to implement them effectively, applying the elements of marketing leadership and marketing strategy meaning.
- Prepare for marketing leadership roles: This course prepares you for marketing leadership roles by equipping you with the knowledge and skills to take charge of strategic marketing decisions.
- Obtain a marketing leadership certification: After completing the course, you will earn a marketing leadership certification, proving your ability to execute creative marketing strategies and contribute to sustainable market leadership.
- Master global marketing strategies: You will learn how to develop global marketing strategies that will help you expand your reach and maintain a competitive edge on the international stage.

Conclusion

This marketing leadership training course offers participants the critical skills needed to become effective leaders in the marketing field. By studying various marketing leadership roles and gaining an understanding of strategic marketing leadership, attendees will be well-prepared to implement creative and effective marketing strategies. Upon completion, participants will be equipped with the knowledge and expertise to lead teams, drive innovation, and contribute to organizational success through marketing leadership.

This course will ensure that you are at the forefront of market leadership, equipped with the necessary tools to make impactful decisions and excel in the dynamic world of marketing.

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