

Market Leadership & Marketing Strategies Interactive Workshops

Lyon (France)

30 December 2024 - 10 January 2025

UK Training

PARTNER



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Code: CC28 From: 30 December 2024 - 10 January 2025 City: Lyon (France) Fees: 7100 Pound

Introduction

Developing marketing plans and strategies in today's fast-paced business environment is more challenging than ever. With an increasing array of interactive devices, platforms, and channels—from smartphones and tablets to social networks and search engines—organizations must innovate rapidly to maintain market leadership. To thrive in this competitive landscape, fostering a culture of marketing leadership is essential.

However, building effective marketing leadership is no simple feat. It requires a nuanced understanding of core marketing concepts, adept utilization of tools, and implementation of best practices employed by market leaders. This course is meticulously crafted to equip delegates with a profound 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 not only to survive but to thrive in today's rapidly evolving business landscape.

Course Objectives

- Engage consumers on social media to expand brand awareness: Learn how to leverage social media platforms to enhance your market presence.
- Evaluate market trends and recommend changes to market strategies: Understand the dynamics of market development strategies and adapt effectively.
- Communicate with target audiences and manage customer relationships: Build strong relationships with your customers through effective communication techniques.
- Integrate the best practices of market leaders: Learn from the strategies that top organizations employ to maintain their competitive edge.
- Expand and develop marketing platforms: Identify new opportunities for growth across various platforms.
- Report on return on investment and key performance metrics: Understand how to measure success and report effectively to stakeholders.
- Practical Applications
- Networking Opportunities: Build connections with industry peers and experts.
- Industry Experts: Learn from seasoned professionals in the field of marketing.

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 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.

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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
- Case Study: 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

- 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 Employee Empowerment
- The Art of Delegation and Outsourcing
- Leading Organizational Change Management
- Building a Market Leader Organizational 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
- 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

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

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- 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

Conclusion

This marketing leadership training course provides participants with the critical skills and insights needed for effective marketing leadership. By exploring various types of marketing strategies and understanding their importance, attendees will be well-prepared to take on marketing leadership roles in their organizations. Upon completion, participants will be equipped to implement creative marketing strategies, contributing to sustainable market leadership and organizational success.

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