

Advanced Workshops in Market Leadership & Marketing
Strategies Interactive

Lyon (France)

30 December 2024 - 3 January 2025

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Code: CC28 From: 30 December 2024 - 3 January 2025 City: Lyon (France) Fees: 4200 Pound

Introduction

In today's rapidly evolving business environment, creating effective marketing plans and strategies is more complex than ever before. Organizations must adapt quickly and innovate to maintain their competitive edge in a world increasingly shaped by interactive devices, digital platforms, and social media. This course is designed to provide participants with a deep understanding of key marketing principles, tools, and strategies used by industry leaders. By the end of the course, participants will acquire the knowledge and skills necessary to excel in an ever-changing business landscape.

Course Objectives

- Engage with consumers on social media to boost brand awareness.
- Analyze market trends and propose strategic adjustments.
- Effectively communicate with target audiences and manage customer relationships.
- Integrate industry best practices to maintain a competitive advantage.
- Develop and expand marketing platforms to uncover new growth opportunities.
- Assess ROI and track key performance metrics.

Course Outlines

Day 1: Foundations of Marketing Leadership & Communication

- Marketing Communication Principles and Best Practices.
- Building Your Position as a Market Leader.
- Customer Relationship Management.

Day 2: Crafting and Executing a Winning Marketing Strategy

- Key Elements of a Successful Marketing Strategy.
- Leveraging Data and Analytics for Decision-Making.

Day 3: Leveraging Social Media and Influencer Marketing

- Social Media Marketing to Expand Market Share.
- Influencer Marketing and Strategic Partnerships.

Day 4: Developing Global Marketing Strategies and Brand Management

- Global Marketing Strategies.

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- Brand Management and Reputation.

Day 5: Leading Marketing Teams and Future Trends in Marketing

- The Roles and Responsibilities of Effective Marketing Leaders.
- Emerging Trends in Marketing.

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