BLACKBIRD FOR TRAINING

Market Leadership & Marketing Strategies

6 – 10 September 2027
Amsterdam (Netherlands)



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Introduction

Developing marketing plans and strategies in today's fast-paced business environment is more challenging than ever. With an increasing range of interactive devices, platforms, and channels that customers use—such as smartphones, tablets, social networks, and search engines—organizations must innovate rapidly to maintain market leadership. This course is designed to provide an in-depth understanding of strategic marketing leadership, the core concepts of thought leadership marketing, and the tools and best practices used by successful market leaders.

Whether you are looking to develop leadership skills in marketing or master the types of marketing strategies, this course equips you with the knowledge and techniques to create effective and global marketing strategies that enhance brand positioning, customer engagement, and organizational success.

Course Objectives

By attending this course, you will be able to:

- Understand the marketing leadership meaning and its importance in today's competitive landscape.
- Engage consumers using thought leadership marketing strategies to expand brand awareness.
- Evaluate market trends and develop good marketing strategies that align with customer needs.
- Learn the types of marketing strategies and how to apply them effectively.
- Communicate with target audiences to manage customer relationships.
- Integrate the best practices of digital marketing leadership used by global market leaders.
- Develop and expand marketing platforms while focusing on return on investment ROI.
- Report on key performance metrics and adjust strategies for maximum impact.



Course Outlines

Day 1: Marketing Communication Principles and Best Practices

- Overview of basic marketing strategies and their significance.
- 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 using SMART goals.
- Identifying your target market with SWOT analysis.
- Profiling and targeting potential customers using market research.
- Benchmarking your competitors' products, pricing, and marketing tactics.
- Implementing the elements of the marketing mix.
- Mastering customer relationship management to create the ultimate customer experience.

Day 3: Key Elements of a Successful Marketing Strategy

- Understanding market leadership meaning and its impact on business success.
- Lessons from 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 enhance 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.
- How to create a social media marketing strategy.
- Understanding different social media marketing platforms.
- Online brand reputation management.
- How to measure social media effectiveness and ROI.
- Social media best practices for digital marketing leadership.



Day 5: The Roles and Responsibilities of Successful Market Leaders

- Building high-performing teams through marketing leadership training.
- The art of delegation and outsourcing.
- Leading organizational change management for sustained success.
- Creating a market leader organizational culture.
- Establishing sales territories and KPI goals.
- Developing a market leader action plan.

Why Attend This Course: Wins & Losses!

- Master the fundamentals of marketing leadership training and the creation of good marketing strategies.
- Develop global marketing strategies that align with diverse market needs.
- Gain hands-on experience with the different types of marketing strategies, from traditional methods to advanced digital platforms.
- Learn how to implement thought leadership marketing strategies to position your organization as an industry leader.
- Enhance your ability to engage customers through strategic marketing leadership.
- Leverage digital marketing leadership to boost your online presence and ROI.

Conclusion

This course equips participants with the essential tools and strategies needed to achieve marketing leadership and establish themselves as industry pioneers. By mastering the types of marketing strategies and learning how to apply thought leadership marketing definitions, attendees will gain the confidence to lead their organizations toward innovation and sustained growth.

If you aspire to enhance your marketing expertise and drive organizational success, this course is your gateway to achieving strategic marketing leadership. Join us and transform your approach to marketing in a competitive, globalized business environment.

