

MARKETING FUNDAMENTALS

Marketing Planning Process, Assembling the Teams, Marketing Plan, B2B and B2C Marketing

01

THE ANALYSIS PHASE

Focusing on the Core Business, Determining Marketing Planning's Scope, Researching the Competition, Analysing Product, Customers, Buying Process & Market

02

DEVELOPING STRATEGY

From Analysis to Strategy, Segmenting Your Customer, Targeting Your Customers, Positioning Your Message, Setting Goals

03

THE TACTICAL PHASE

The 4ps Model, Right Product/ Services, Setting Prices, Setting Promotional Objectives, Understanding Distribution Channels, Integrating All 4ps

04

MEASUREMENT PLANNING

Importance of Measurement, Budgeting for Marketing, and Measuring Key Performance Indicators (Kpis)

05

UNDERSTANDING BRANDING

Importance of Brands, Branding Process, Brand Values, and Brand Drivers

06

DEFINING BRAND

Understanding what is a Brand, Brand Architecture, and Brand Personality

07

POSITIONING BRAND

Identifying Customers, Benefits & Buying Process, and Value Proposition

08

BRAND IDENTITY

Naming the Brand, Look of the Brand, and Brand Experience – Touch Points

09

INTERNAL CHANNELS

Communicate Brand Internally, Brand Book, and Product/ Service

10

EXTERNAL CHANNELS

External Communication, Digital Channels, and Packaging

11

BRAND PERFORMANCE

Brand Performance, and Brand Equity

12

UNDERSTANDING SALES

3s Approach, Mind of The Buyer, Identifying Potential Customers, Understanding the Customer's Issues, 'Buying Motivators', and Barriers To Change

13

POWER OF YOUR SOLUTION

Product Vs. Solution, Breaking Down the DNA of your Solution, Proof of Your Solution, and Ability to Implement

14

POWER OF YOUR PROCESS

Value of an Effective Sales Process, Elements of an Effective Sales Process, and Developing Your Sales Process

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