



**MarketCraft by StrategyHive**

**Shaping SMEs into  
Marketing Leaders**



# MARKETCRAFT

StrategyHive Marketing Solutions' Comprehensive Marketing Mastery Course is designed to be a game-changer for businesses looking to supercharge their marketing strategies. This course is a powerhouse of knowledge, skill, and practical application, ensuring that marketing professionals, business owners, and their teams are fully equipped to elevate their company's marketing efforts and their own career trajectories.

Upon successful completion of this course, participants will be awarded a Certificate of Mastery from StrategyHive Marketing Solutions, a testament to their newfound expertise in the dynamic field of marketing.

**Just by applying 10% of this course, watch your Marketing ROI soar!**

Who is this course for?

- Owners of small-to-medium sized businesses
- Forward thinking executives and marketing mavericks

This training course empowers you to...

- Develop a marketing strategy that resonates and converts
- Identify and effectively communicate with your target audience
- Leverage digital and traditional channels for maximum impact
- Optimize your marketing spend for unprecedented ROI



# OUR COURSES

StrategyHive's suite of Training Courses is designed to provide practical, real-world solutions in the realm of marketing. Drawing from extensive, in-the-field experience, these courses are crafted to assist business leaders and team members in integrating innovative and proven marketing strategies, creating an unassailable approach to market leadership. Successful participants will be certified, demonstrating their proficiency in cutting-edge marketing techniques.

Each course is structured as a curriculum over 9 weeks, including:

- Nine 2-hour interactive sessions (weekly) with StrategyHive's marketing experts
- Engaging group discussions and hands-on implementation sessions
- Video recordings of all sessions for review and reference
- Comprehensive course materials (PDF format)
- Practical exercises tailored for the busy professional
- A suite of marketing tools for real-world application Class sizes are intentionally kept small, limited to 10 participants for personalized attention.





# ABOUT US

StrategyHive Marketing Solutions is a group of marketing experts dedicated to developing bespoke, actionable marketing strategies that yield immediate, tangible results for businesses aiming for world-class status. Our team of experts brings a unique blend of skills to help businesses craft strategies that lead to informed decisions and successful outcomes.





# WELCOME

"Every aspect of this course is designed to be impactful, yet I understand as savvy business leaders and marketers, you will extract what resonates most with you and your business. That's the essence of what we offer – strategies that are as adaptable as they are effective. I am confident that by engaging with our course, your approach to marketing will transform, even if you implement just a fraction of what we teach.

Our strategies are designed to be as practical as they are innovative. I encourage you to experiment, adapt, and personalize these concepts to fit your unique business needs.

You've come to StrategyHive for a reason. Here's to your success as you elevate your marketing game."

StrategyHive Marketing Solutions Team





# INTRODUCTION

Our courses are crafted with the business owner and executive in mind, providing insights and strategies that are both employee-friendly and effective. The heart of each course lies in its practicality – a collection of ideas, tools, and processes that have been honed and refined through years of real-world application. In short, we're here to help you avoid the pitfalls we've encountered and leapfrog to successful marketing strategies. Our goal is for you and your team to make more informed, effective decisions in your marketing efforts.





# SYLLABUS

## Course Overview

Duration: 9 Weeks

Format: Weekly 2-hour sessions (Virtual/In-Person)

Instructors: StrategyHive Marketing Experts

Target Audience: SME Owners, Marketing Executives, and Teams

Certification: Certificate of Mastery upon completion

### Week 1: Introduction to Strategic Marketing

- Objective: Understand the fundamentals of strategic marketing in the SME context.
- Topics: The evolving marketing landscape, the role of strategy in marketing, and understanding the SME marketing needs.
- Key Takeaway: Grasp the importance of strategic planning in marketing for SME growth.

### Week 2: Media Strategies and Advertising Spend

- Objective: Learn to allocate advertising budgets effectively across various media.
- Topics: Overview of advertising mediums, making data-driven budget decisions, case studies.
- Key Takeaway: Develop the ability to strategically allocate advertising budget for maximum impact.





### Week 3: Target Audience: Identification and Segmentation

- Objective: Master the art of identifying and segmenting target audiences.
- Topics: Demographics vs. psychographics, customer journey mapping, creating customer personas.
- Key Takeaway: Ability to segment audiences for targeted marketing efforts.

### Week 4: Channels for Audience Reach

- Objective: Explore various channels for effective audience reach.
- Topics: Digital channels overview, traditional media channels, integrating multi-channel strategies.
- Key Takeaway: Skills to choose the right channels for specific audience segments.

### Week 5: Optimizing Marketing ROI

- Objective: Learn strategies for maximizing marketing ROI.
- Topics: ROI calculation, A/B testing, conversion optimization.
- Key Takeaway: Techniques to ensure marketing investments yield high returns.

### Week 6: Monitoring and Controlling Advertising Costs

- Objective: Develop skills for effective budget monitoring and control.
- Topics: Budget tracking tools, identifying and preventing cost overruns.
- Key Takeaway: Capability to maintain marketing budgets within set limits.





### Week 7: Social Media Mastery for Businesses

- Objective: Gain expertise in managing social media in-house.
- Topics: Deep dive into major social media platforms, content creation, social media analytics.
- Key Takeaway: In-house social media management skills.

### Week 8: Aligning Marketing with Sales

- Objective: Learn to integrate marketing strategies with sales objectives.
- Topics: Sales and marketing alignment, communication strategies, integrated plan development.
- Key Takeaway: Ability to create cohesive marketing and sales strategies.

### Week 9: Course Recap and Certification

- Objective: Consolidate learning and prepare for certification.
- Topics: Course review, Q&A session, preparation for certification.
- Key Takeaway: Comprehensive understanding of the course material and readiness for certification.

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### Additional Course Features

- Interactive group discussions
- Hands-on practical exercises
- Access to video recordings and course materials
- Networking opportunities with industry peers





**LET'S GET  
STARTED**

