

MARKETING FUNDAMENTALS

Marketing Planning Process, Assembling the Teams, Written Marketing Plan, B2B / 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 MARKETING 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 PHASE

Importance of Measurement, Budgeting, 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

POWER OF YOUR SOLUTION

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

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INTERNAL CHANNELS

Communicate Brand Internally, Brand Book, and Product or Service

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POWER OF YOUR SALES PROCESS

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

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EXTERNAL CHANNELS

External Communication, Digital Channels, and Packaging

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SERVICE MARKETING

Characteristics of Services Marketing, The Extended Marketing Mix for Services, Service Quality

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BRAND PERFORMANCE

Brand Performance, and Brand Equity

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DIGITAL MARKETING

Definition of Digital Marketing, Advantages of Digital marketing, Difference between Digital and Traditional Marketing, SEO Influencer & Video Marketing

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UNDERSTANDING SALES

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

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