

NextGen B2B Courses

2017/2018 courses





Enabling your Business Growth

At NextGen Marketing Solutions® we are experienced in training companies of all sizes, at all stages of growth, and from diverse industry sectors. Come and join the list of satisfied customers we have trained!



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Enabling your Business Growth

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B2B Foundations: Fundamentals of B2B Marketing 1 Day course – Introductory to intermediate level

This training covers the fundamentals of marketing specifically relating to the business-to-business area.

Overview

The role of marketing and its contribution to business performance and growth is becoming increasingly important. This course outlines the fundamentals of marketing specifically relevant to B2B businesses.

Who should attend

Individuals who have direct responsibility for, or involvement in, the marketing of products and services to businesses. It will also help those within other functions contributing to marketing strategy.

Brief Outline for training

1. Scope of B2B marketing
2. Marketing segmentation
3. Value propositions
4. How to develop an integrated marketing mix
5. Sales and marketing
- 6. Marketing planning**

Learning Outcomes

- Application of the concepts and principles of B2B marketing.
- Segmentation of your customers and positioning your organisation.
- Understanding your markets and customers.
- Managing customer relationship management.
- Building a value proposition.
- Understanding product, service and channel management.
- Developing an integrated marketing mix.
- Identifying current developments in B2B marketing.
- Understanding the relationship between marketing and sales.

B2B Foundations: The New Marketing Mix 2 Day course –Intermediate/Advanced level-Day 1

Since the 4Ps or even the 4Cs; the B2B market environment has changed; a new updated marketing mix has evolved. This course outlines the elements of the new marketing mix planning to support B2B marketers of the modern day

Overview

Central to effective marketing is an understanding and appreciation of the 'marketing mix' – e.g. how one determines a marketing communications plan based on evidence and knowledge, which will improve effectiveness and return on investment.

Who should attend

Individuals who have a direct or indirect responsibility for marketing planning, and individuals who want to gain an understanding of the up-to-date marketing mix in B2B. Directors of sales or businesses will also gain a better understanding of marketing dynamics through this course.

Brief course outline

1. The new marketing mix overview
2. B2B Market, and market segments
3. The B2B Customer
4. B2B Product Management
5. The product and service life cycle
6. B2B Product portfolio management and positioning
7. B2B Channel marketing

Learning Outcomes

- Overview of the new marketing mix
- The Role of the Marketing Mix.
- Learn about the B2B Customer and how it influences the marketing mix
- Understand how to gather market insights
- Learn how to segment market
- Learn about B2B product management
- Understand how to apply the product life cycle
- Learn how to manage portfolios and position products and services
- Career and work-focused learning.
- Dive into each of the marketing mix elements
- Specially designed learning activities help you put into practice the new habits and skills you have gained. They reinforce your learning and create a memorable course-style.
- Learning bookmarks built into the system, so you can easily start again where you left off.

B2B Foundations: The New Marketing Mix 2 Day course – Intermediate/Advanced level - Day 2

Since the 4Ps or even the 4Cs; the B2B market environment has changed; a new updated marketing mix has evolved. This course outlines the elements of the new marketing mix planning to support B2B marketers of the modern day

Overview

Central to effective marketing is an understanding and appreciation of the 'marketing mix' – e.g. how one determines a marketing communications plan based on evidence and knowledge, which will improve effectiveness and return on investment.

Who should attend

Individuals who have a direct or indirect responsibility for marketing planning, and for individuals who want to gain an understanding of the up-to-date marketing mix in B2B. Directors of sales or businesses will also gain a better understanding of marketing dynamics through this course.

Brief course outline

1. Pricing
2. B2B Market communication
3. B2B Content marketing
4. B2B Marketing channels – digital
5. B2B marketing channels – offline
6. B2B Social media marketing
7. Marketing planning

Learning Outcomes

- Understand how to price and the pricing process
- Understand how to design market communications
- Learn about B2B Content marketing , the process and key tools to help with content planning
- Understand how to plan a the mix for market communications channels
- Learn about digital marcom channels
- Understand how to select social media channels and how to market through them
- Marketing mix planning
- Career and work-focused learning.
- Specially designed learning activities help you put into practice the new habits and skills you have gained. They reinforce your learning and create a memorable course-style.
- Learning bookmarks built into the system, so you can easily start again where you left off.

B2B Foundations: B2B Product Management I 1 Day course – Introductory/Intermediate level

This course has a specific focus on B2B for product management as well as incorporating new digital marketing aspects.

Overview

Product managers have a pivotal role in organisation in planning, launching and managing products in behalf of the organisation as well as working across functions to ensure products are managed across the life-cycle. In this course you'll learn about all the elements of product management and managing product portfolio as well as receive up-to-date tools and frameworks.

Who should attend

The programme is specifically for business to business product managers from a technical or sales background; whether you are new to the role or have experience.

Brief course outline

1. B2B Product Management introduction
2. B2B Market
3. B2B Customers
4. B2B Product Management
5. The product and service life cycle
6. B2B Product portfolio management
7. Product differentiation

Learning Outcomes

- Learn about the B2B Customer and how it influences the marketing mix
- Understand how to gather market insights
- Learn how to segment marketing
- Learn about B2B product management
- Understand how to apply the product life cycle
- Learn how to manage portfolios and position products and services
- Segment and profile customers
- Identifying customer value
- Developing a business-case

B2B Foundations: B2B Product Management II 1 Day course – Intermediate/Advanced level

This course has a specific focus on B2B for product management as well as incorporating new digital marketing aspects.

Overview

Product managers have a pivotal role in organisation in planning, launching and managing products in behalf of the organisation as well as working across functions to ensure products are managed across the life-cycle. In this course you'll learn about all the elements of product management and managing product portfolios, as well as receive up-to-date tools and frameworks.

Who should attend

The programme is specifically for business to business product managers from a technical or sales background; whether you are new to the role or have experience.

Brief course outline

1. Product planning and new products
2. Innovations in products and services
3. Product solutions marketing
4. Services marketing
5. Competition insights and strategy
6. Product marketing planning

Learning Outcomes

- Construct a B2B product marketing plan
- Align the plan with company strategy
- Establish product market priorities
- Create sustainable and profitable differential advantage
- Developing a business-case
- Measure and control a plan
- Win support of the sales teams

B2B Foundations: New Product Planning 1 Day course – Intermediate level

You'll find practical and up-to-date examples incorporated into the training as well as explanation of how new digital applications and social media can be applied to the new product development process. For those working in the services industry this training has also been adapted to incorporate services product development.

Overview

Developing and launching successful new products is a key marketing value driver. Successful innovation ensures that your products stay competitive and that growth opportunities are not missed. Developing and implementing a proven NPD process increases success rates, together with managing the other key factors that drive results

Who should attend

This workshop will be especially useful for managers and executives, who are directly or indirectly, involved in the development of new products (goods and services).

Outline for training

1. New product development process overview
2. New product strategy
3. Idea generation and screening
4. Concept development and testing
5. Business analysis
6. Market testing
7. Commercialisation and launch

Learning Outcomes

- Definitions, benefits and principles of good innovation management
- New product development process overview
- New product strategy
- Idea generation and screening
- Concept development and testing
- Business analysis
- Market testing
- Commercialisation and launch
- Success factors in NPD
- Avoiding failures in product planning
- Assessment of organisational performance

B2B Digital: B2B Social Media Marketing I 1 Day course – Introductory/Intermediate level

This training focused on social media in a B2B context and explores how social media can benefit marketers, both from the SMB and Enterprise marketing space.

Overview

Social media within the B2B area has greatly evolved and changes in the past years; B2B marketers and their success in their role today often hinges on them embracing social marketing. This course should arm B2B marketers with all the latest in B2B social media marketing and give them the confidence and know-how to apply in the workplace.

Who should attend

This course is for marketers, sales and business who are involved in B2B marketing and have a desire to understand this area better as well as capitalising on its' benefits.

Brief Training Outline

1. The changing B2B Customer
2. B2B Social platforms and selection
3. Differences between b2b and b2c social media marketing
4. Paid/earned/owned social
5. The social media marketing process
6. Gathering insights via social media
7. Social media marketing – planning and control

Learning Outcomes

- Understand the new B2B buyer
- Understand the latest trends in social media.
- Learn about latest B2B social media platforms
- What is social owned, earned and paid media and how to use each type
- Learn about the social media marketing process
- How marketing departments can help improve sales productivity through social
- Gathering insights via social media
- Social media marketing – planning and control
- How to best measure social

B2B Digital: Social Media Marketing II

1 Day course – Advanced level

This training focused on social media in a B2B context and explores how social media can benefit marketers, both from the SMB and Enterprise marketing space.

Overview

Social media within the B2B area has greatly evolved and changes in the past years; B2B marketers and their success in their role today often hinges on them embracing social marketing. This course should arm B2B marketers with all the latest in B2B social media marketing and give them the confidence and know-how to apply in the workplace.

Who should attend

This course is for marketers, sales and business who are involved in B2B marketing and have a desire to understand this area better as well as capitalising on its' benefits.

Brief Training Outline

1. Social media marketing for advertising
2. How to use social media to build brand
3. Functions for different social media marketing to capture leads
4. Social media lead generation strategies
5. Amplifying marketing through social media
6. Social media owned strategies
7. Social media marketing across the customer life-cycle

Learning Outcomes

- Learn about different social media channels for advertising
- Practical examples from the industry re. social media and brand building
- How to select social media channels
- Learn how to effectively leverage social media for capturing leads
- Understand lead nurturing through social media
- Learn about social media integration into marketing campaigns
- Learn about Social media and influencer marketing
- Understand social media and retention marketing
- Learn about social media for acquisition marketing

B2B Digital: B2B Digital Marketing I 1 Day course – Introductory/Intermediate level

This course has a focus on business digital marketing and includes elements of how to capitalise on digital marketing techniques and approaches for marketing to small and large businesses.

Overview

Every B2B marketer needs to understand how to exploit digital marketing assets, technologies, channels, tools and techniques in order to effectively communicate their customer value proposition and support the business.

This means understanding, and wielding the power of B2B digital channels, manage the interplay between digital and offline marketing vehicles, and capitalising on digital to support lead generation, ultimately increase revenue for the business.

Who should attend

Designed for people who want to get a better understanding of key B2B digital marketing techniques, and how to improve digital marketing effectiveness, as well as measure their impact.

Brief Outline for training

1. Scope of B2B Digital marketing
2. The buying process and digital marketing
3. B2B Digital marketing channels
4. Online marketing & advertising
5. Website marketing
6. Mobile marketing
7. B2B Content marketing process

Learning Outcomes

- Understand new business buyer landscape and changes in business buying behaviour
- Learn about key B2B digital marketing techniques
- Learn about B2B digital marketing channels
- Understand content marketing and what defines compelling content
- Practical tools to help with day-to-day digital marketing activities
- Learn about latest applications in digital whether you're a small business or a large organisation

B2B Digital: B2B Digital Marketing II 1 Day course – Advanced level

This course has a focus on business digital marketing and includes elements of how to capitalise on digital marketing techniques and approaches for marketing to small and large businesses.

Overview

Every B2B marketer needs to understand how to exploit digital marketing assets, technologies, channels, tools and techniques in order to effectively communicate their customer value proposition and support the business.

This means understanding, and wielding the power of B2B digital channels, manage the interplay between digital and offline marketing vehicles, and capitalising on digital to support lead generation, ultimately increase revenue for the business.

Who should attend

Designed for people who want to get a better understanding of key B2B digital marketing techniques, and how to improve digital marketing effectiveness, as well as measure their impact.

Brief Outline for training

1. Digital marketing for advertising
2. Digital for building the brand
3. Digital for lead generation
4. Tracking digital leads
5. B2B Social media marketing
6. Digital marketing strategy
7. Digital marketing planning and control

Learning Outcomes

- Learn about key B2B digital marketing techniques
- Learn about how to apply B2B digital marketing channels
- Understand the new marketing mix and how to apply it
- Learn how to plan for digital marketing
- Learn how to budget for digital marketing
- How to apply digital marketing to lead generation, new approaches in lead generation and lead nurturing
- Practical tools to help with day-to-day digital marketing activities
- What key metrics to use for digital and digital channels; how to use metrics to improve engagement with business leaders.

Effective Lead Generation I 1 Day course – Intermediate/Advanced

This course includes latest practical examples from industries; it highlights how to integrate new digital lead generation vehicles as well as new technologies which improve effectiveness in lead generation, lead nurturing and lead execution.

Overview

Lead generation and lead nurturing has evolved in the past years; today there are additional lead generation vehicles, thanks to software applications there are new opportunities in capturing and nurturing leads and ways to track the journey of a lead all the way through to bid closure and beyond.

This course looks at what constitutes excellence in generating, nurturing, following-up and closing leads; how to capitalise on new digital applications and how to integrate partners and business functions to optimise lead generation.

Who should attend

Designed for those who want a better understand how to improve quality and execution in leads.

Outline for training

1. Lead generation and trends
2. Lead Generation Challenges
3. The Lead generation process
4. Demand generation vs. Lead generation
5. Lead generation vehicles and tactics
6. Lead capturing
7. Lead Generation and alignment with sales
8. Lead handover

Learning Outcomes

- Learn about different types of leads
- Understand how to capture leads
- Learn about the lead generation process
- Understand the different lead generation tactics, vehicles
- Understand how lead generation has changed in the past years and how to adapt business and marketing
- Learn how to accommodate and deal with lead generation challenges
- Learn how to set-up an effective lead generation campaign
- Practical tools to help with day-to-day lead generation activities
- B2B Case studies

Effective Lead Generation II

1 Day course – intermediate/Advanced level

This course includes latest practical examples from industries; it highlights how to integrate new digital lead generation vehicles as well as new technologies which improve effectiveness in lead generation, lead nurturing and lead execution.

Overview

Lead generation and lead nurturing has evolved in the past years; today there are additional lead generation vehicles, thanks to software applications there are new opportunities in capturing and nurturing leads and ways to track the journey of a lead all the way through to bid closure and beyond.

This course looks at what constitutes excellence in generating, nurturing, following-up and closing leads; how to capitalise on new digital applications and how to integrate partners and business functions to optimise lead generation.

Who should attend

Designed for those who want a better understand how to improve quality and execution in leads.

Outline for training

1. Importance of lead nurturing
2. Types of lead nurturing.
3. Lead nurturing strategies
4. Lead scoring
5. Managing and tracking leads
6. Leads and Marketing partnerships
7. Lead generation Agencies – selection and management

Learning Outcomes

- Learn about lead nurturing
- Understand different approaches to lead nurturing
- Learn about lead generation strategies and when to apply them
- Learn new marketing models for lead generation and how to use them in practise
- Understand how to score leads
- Learn how to set-up an effective lead generation campaign
- What are the best KPIs for lead generation and how to influence the KPIs to meet business and marketing objectives
- Learn about lead generation agencies and how to manage them
- Understand about different lead generation partnerships
- Practical tools to help with day-to-day lead generation activities
- B2B Case studies

B2B Strategy: Innovative B2B Marketing 2 Day course – Masterclass level - day 1

This training brings together the latest in business marketing (B2B) and includes all major facets of up to date B2B Marketing including B2B digital marketing, B2B Customer centric marketing, Channel partner marketing and marketing to support business and marketing execution. It includes everything you need to know about being a B2B marketer in the modern business world.

Overview

Businesses in the past years have undergone a transformation due to the new industry landscape, changing customer buying behaviours and the evolution of digital.

Every B2B marketer needs to understand how to capitalise on these new changes as well as leverage them.

Who should attend

Designed for people who want to get a better understanding of the latest B2B marketing techniques, understanding of how to improve B2B marketing effectiveness capitalising on latest techniques, processes and digital applications, and measure their impact.

Brief Outline for training

1. The B2B Customer & Buying process
2. B2B Insights gathering
3. Acquisition marketing and the process
4. C-suite Marketing
5. B2B Retention marketing
6. B2B Digital marketing channels

Learning Outcomes

- Understand buyers and changes to buying behaviour
- Understand B2B marketing channels
- Segmentation of customers and positioning of the organisation
- Understand the new marketing mix and how to apply it
- How to gather insights and use modern applications to improve understanding of B2B Customer
- Learn about customer centric marketing
- Some practical tools and techniques to help with day-to-day B2B marketing activities
- Learn about the Acquisition marketing process and different acquisition marketing approaches
- Learn about the Retention marketing process and different retention marketing approaches
- Learn about latest applications to use

B2B Strategy: Innovative B2B Marketing II 2 Day course – Masterclass level- Day 2

This training brings together the latest in business marketing (B2B) and includes all major facets of up to date B2B Marketing including B2B digital marketing, B2B Customer centric marketing, Channel partner marketing and marketing to support business and marketing execution. It includes everything you need to know about being a B2B marketer in the modern business world.

Overview

Businesses in the past years have undergone a transformation due to the new industry landscape, changing customer buying behaviours and the evolution of digital.

Every B2B marketer needs to understand how to capitalise on these new changes as well as leverage them.

Who should attend

Designed for people who want to get a better understanding of the latest B2B marketing techniques, understanding of how to improve B2B marketing effectiveness capitalising on latest techniques, processes and digital applications, and measure their impact.

Brief Outline for training

1. B2B Content marketing
2. B2B Social media marketing
3. Marketing to and with channel partners & intermediaries
4. Lead generation & Lead nurturing
5. B2B Planning and control
6. Marketing automation

Learning Outcomes

- Learn about customer centric marketing
- Learn how to market through channel partners
- How to improve lead generation, how to nurture leads and how to improve associated KPIs
- Learn about "customer relationship management"
- Learn how to plan for digital marketing
- Understand content marketing and how to apply the latest in content marketing practises
- Social media marketing and key frameworks to apply in the B2B space
- Some practical tools and techniques to help with day-to-day B2B marketing activities
- Understand what key metrics to use
- Learn about latest applications to use

B2B Strategy: B2B Marketing Planning & Strategy I 1 Day course – Advanced Level

Within this course marketer will learn about new B2B marketing approaches; discover how the marketing mix has changed and evolved, learn how to apply the new mix and how to effectively integrate new modern day B2B marketing approaches to effectively plan, create and implement B2B marketing strategies.

Overview

This course is designed to help marketers write better marketing plans by providing a framework to integrate the new marketing mix, new marketing applications and reinforces practical tools, templates to allow marketers to integrate into their daily work.

Who should attend

Designed for managers and executives of any business function who want to get a full overview of developing and implementing marketing strategy.

Outline for training

1. Introduction to marketing and marketing planning
2. Different marketing goals and objective setting
3. The B2B Market and customer
4. Understanding competitors and competitor analysis
5. The marketing planning process
6. Insights for strategy
7. Marketing control, budgeting, and resource allocation

Learning Outcomes

- Learn about conducting market audits – SWOT PESTEL, etc.
- Learn how to segment markets
- Understand how to review customers and segment customers
- Learn about the new marketing mix
- Learn about the marketing planning framework and how to apply it
- Learn about key strategy models and how to apply them
- Understand control and review activities
- Understand how to implement strategy and how to set KPIs
- Learn about marketing budget methods and benefits of each
- Practical tools to help with development and implementation of marketing strategies
- B2B Case studies

B2B Strategy: B2B Marketing Planning & Strategy II 1 Day course – Masterclass Level

Within this course marketer will learn about new B2B marketing approaches; discover how the marketing mix has changed and evolved, learn how to apply the new mix and how to effectively integrate new modern day B2B marketing approaches to effectively plan, create and implement B2B marketing strategies.

Overview

This course is designed to help marketers write better marketing plans by providing a framework to integrate the new marketing mix, new marketing applications and reinforces practical tools, templates to allow marketers to integrate into their daily work.

Who should attend

Designed for managers and executives of any business function who want to get a full overview of developing and implementing marketing strategy.

Outline for training

1. Business and Marketing Strategy
2. Product & solutions marketing
3. Solutions creation
4. Innovation and strategy
5. Idea generation
6. Competitor strategy
7. Different Marketing strategy
8. Customer value

Learning Outcomes

- Learn about marketing strategy
- Explore different marketing strategies and how they serve businesses
- Understand product and solutions marketing
- Learn about different competition strategies and how to respond to competition activities
- Learn about key strategy models and how to apply them
- Learn about different approaches to idea generation for new products and services
- Understand about what customers value and how to integrate into the planning process
- Practical tools to help with development and implementation of marketing strategies
- B2B Case studies

Customer Life-cycle: B2B Retention Marketing I 1 Day course – Intermediate level

As marketers, how do we become more customer centric, improve business with existing customers and create loyal customers? This workshop outlines this and many more aspects such as C-suite marketing, Loyalty Marketing, Life-cycle marketing and much more.

Overview

The B2B buyer has changed over the past decade in how they engage vendors, how they use information and how they decide on purchases.

Attendees on this course will learn about the new business customer and how to optimise marketing to retain and build better relationships with them.

Who should attend

Designed for anyone who want to excel in developing business through customer engagement, development, and customer loyalty

Attendees should understand core principles of marketing.

Outline for training

1. The new B2B Buyer and landscape
2. The Customer & the buying process
3. The Customer life cycle
4. Customer retention marketing process
5. Customer loyalty and improving stickiness
6. Types of Customer loyalty marketing
7. Customer satisfaction
8. Marketing to improve customer satisfaction

Learning Outcomes

- Understand new buyer landscape and changes;
- Identification of buying stages and how to engage in a timely and compelling manner
- Customer retention marketing and types of customer
- Customer loyalty – how to improve customer stickiness
- Customer satisfaction
- Preventing loss of customers and business, and improving customer stickiness
- Customer relationship management
- Learn tools and frameworks to help with customer centric marketing and for retaining customers
- Practical case studies and examples to work through
- Case studies re. customers lapsing

Customer Life-cycle: B2B Retention Marketing II 1 Day course – Advanced level

As marketers, how do we become more customer centric, improve business with existing customers and create loyal customers? This workshop outlines this and many more aspects such as C-suite marketing, Loyalty Marketing, Life-cycle marketing and much more.

Overview

The B2B buyer has changed over the past decade in how they engage vendors, how they use information and how they decide on purchases.

Attendees on this course will learn about the new business customer and how to optimise marketing to retain and build better relationships with them.

Who should attend

Designed for anyone who want to excel in developing business through customer engagement, development, and customer loyalty

Attendees should understand core principles of marketing.

Outline for training

1. Marketing to support developing business with customers
2. Account Based Marketing for retaining customers
3. C-suite marketing and retaining customers
4. Customer Solutions marketing
5. Marketing Performance Management
6. Social media for retention marketing
Measuring retention marketing

Learning Outcomes

- Learn about Account Based Marketing
- Understand how to set up and implement account based marketing
- Learn about C-suite marketing
- Understand different approaches to C-suite marketing and the C-suite marketing mix
- Customer solutions marketing
- Key success factors in implementing solutions marketing campaigns
- Understand marketing performance management
- Learn about measuring different areas of customer retention marketing including customer satisfaction, customer loyalty and upsell and cross-sell
- Customer relationship management
- Learn how to use social media marketing to improve customer retention
- Learn tools and frameworks to help with customer centric marketing and for retaining customers
- Practical case studies and examples to work through
- Customer centric measurements and associated KPIs

Customer Life-cycle: B2B Acquisition Marketing I 1 Day course – Intermediate level

As marketers, how do we identify opportunities, identify prospects, reach them, engage them and acquire them; new applications and marketing approaches have evolved in the past ten years which help b2b marketers in these respects outlined in this training.

Overview

The B2B buyer has changed over the past decade in how they engage vendors, how they use information and how they decide on purchases.

Attendees on this course will learn about the new business customer and how to optimise marketing to acquire, them.

Who should attend

Designed for anyone who want to excel in developing business through customer targeting, development, or through customer acquisition.

Attendees should understand core principles of marketing.

Outline for training

1. New B2B Buyer and landscape
2. The B2B Customer & the buying process
3. Identifying new customers and gathering insights & use of digital marketing
4. How to reach new customers
5. How to engage new customers
6. Lead capture, nurture and tracking
7. Customer relationship management
8. Propositions and messaging

Learning Outcomes

- Understand new buyer landscape and changes;
- Segmentation of customers and positioning of organisation
- Identification of buying stages and how to engage in a timely and compelling manner
- How to acquire customers, and engage customers
- Customer value propositions and messaging
- Learn tools and frameworks to help with customer centric marketing for acquiring customers
- Practical case studies and examples to work through
- Understand about targeting customers and how to carry out Account Based Marketing
- Customer centric measurements and associated KPIs

Customer Life-cycle: B2B Acquisition Marketing II 1 Day course – Advanced level

As marketers, how do we identify opportunities, identify prospects, reach them, engage them and acquire them; new applications and marketing approaches have evolved in the past ten years which help b2b marketers in these respects outlined in this training.

Overview

The B2B buyer has changed over the past decade in how they engage vendors, how they use information and how they decide on purchases.

Attendees on this course will learn about the new business customer and how to optimise marketing to acquire, them.

Who should attend

Designed for anyone who want to excel in developing business through customer targeting, development, or through customer acquisition.

Attendees should understand core principles of marketing.

Outline for training

1. Account Based Marketing for acquiring customers
2. Account Based marketing and content marketing
3. C-suite marketing for acquiring customers
4. Social media marketing for acquiring customers
5. Acquisition marketing strategy
6. Acquisition marketing planning
7. Measuring acquisition marketing

Learning Outcomes

- Learn about Account Based Marketing
- Understand how to set up and implement account based marketing
- Learn about C-suite marketing
- Understand different approaches to C-suite marketing and the C-suite marketing mix
- Customer value propositions and messaging
- Customer solutions marketing
- How to use social media marketing to identify, reach, engage new customers
- Learn tools and frameworks to help with customer centric marketing for acquiring customers
- Practical case studies and examples to work through
- Customer centric measurements and associated KPIs

C-Suite Marketing 2 Day course – Masterclass level - Day 1

Senior executives within businesses often hold the key to longer lasting business relationships, new broader business and often most profitable opportunities for potential suppliers. Building and sustaining relationships with such executives is one of the key to success for business, however little guidance can be found as to how marketers can find, engage, and win over these C-suite executives. This course addresses that need.

Overview

Senior level executives or C-suite will have a broader view of the company direction; will be considering how to unlock potential through capital, resource or other means and will be looking for partners in the forms of suppliers who can offer a different relationship; this course provides insights and frameworks as to how to reach, engage, acquire and build business with customers through C-suite relationships and marketing.

Who should attend

Designed for executives and senior marketers who are looking to support business growth and expansion through executive engagement and marketing.

Brief Training Outline

1. B2B Customer and C-suite
2. C-suite marketing mix overview
3. c-suite content marketing
4. C-suite buyer persona creation
5. C-suite buyer journeys
6. C-suite messaging
7. C-suite market communication

Learning Outcomes

- Understand the new B2B buyer and C-suite
- Importance of C-suite and the sales cycle
- C-suite stakeholders
- Learn about creating C-suite buyer personas
- Gathering C-suite insights
- Learn how to create compelling C-suite content
- How to create C-suite messaging
- C-suite marketing tactics
- Learn tools and frameworks to help with C-suite marketing
- Practical case studies and examples to work through

C-Suite Marketing 2 Day course – Masterclass level - day 2

Senior executives within businesses often hold the key to longer lasting business relationships, new broader business and often most profitable opportunities for potential suppliers. Building and sustaining relationships with such executives is one of the key to success for business, however little guidance can be found as to how marketers can find, engage, and win over these C-suite executives. This course addresses that need.

Overview

Senior level executives or C-suite will have a broader view of the company direction; will be considering how to unlock potential through capital, resource or other means and will be looking for partners in the forms of suppliers who can offer a different relationship; this course provides insights and frameworks as to how to reach, engage, acquire and build business with customers through C-suite relationships and marketing.

Who should attend

Designed for executives and senior marketers who are looking to support business growth and expansion through executive engagement and marketing.

Brief Training Outline

1. C-suite community
2. C-suite partnerships
3. C-suite and social media marketing
4. C-suite and Influencer marketing
5. C-suite contact strategies
6. C-suite marketing measurement

Learning Outcomes

- C-suite loyalty strategies
- C-suite loyalty marketing tactics
- C-suite contact strategies
- C-suite data requirements
- C-suite influencer marketing
- C-suite marketing and media platforms
- Learn about C-suite social media usage
- Understand how to use social media to engage C-suite
- Understand how to measure C-suite marketing campaigns
- Learn tools and frameworks to help with C-suite marketing
- Practical case studies and examples to work through

B2B Services Marketing I

1 Day course –intermediate level

Most trainings today only cater for hardware marketing or marketing of goods as opposed to services and intangible products. With the growing importance of services whether in pure form or as part of a wider solutions the understanding of how to develop services marketing plans, strategies and manage subsequent programs is key for most marketers today.

Overview

European economies are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. This training draws on recent marketing methods, models, practises as well as how to apply some of the latest digital applications which support services marketing.

Who should attend

Designed for marketers who are looking to understand the different aspects of services marketing as well as bring their knowledge up-to-date.

Brief Training Outline

1. Importance of services
2. Services marketing mix
3. Services buying behaviour – The b2b buyer
4. The service spectrum & Classification of services
5. Planning and developing new services
6. Designing the customer into the service
7. Role of customers and the services encounter
8. Services Blueprinting

Learning Outcomes

- Understand the new B2B buyer
- Importance of services
- Learn about the services marketing mix
- Customer expectations of services
- Service quality and the gaps model
- Listening to customers
- Learn about service blueprinting
- Understand the role of customers and how to plan for customers in service encounters
- Planning services
- New services Development
- Learn tools and frameworks to help with services marketing
- Practical case studies and examples to work through

B2B Services Marketing II

1 Day course – Advanced level

Most trainings today only cater for hardware marketing or marketing of goods as opposed to services and intangible products. With the growing importance of services whether in pure form or as part of a wider solutions the understanding of how to develop services marketing plans, strategies and manage subsequent programs is key for most marketers today.

Overview

European economies are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. This training draws on recent marketing methods, models, practises as well as how to apply some of the latest digital applications which support services marketing.

Who should attend

Designed for marketers who are looking to understand the different aspects of services marketing as well as bring their knowledge up-to-date.

Brief Training Outline

1. Launching services – introducing services
2. Services launch process
3. Managing services demand
4. Service value
5. Communicating the value of services
6. Services partnerships -Horizontal collaborative relationships, vertical relationships
7. Digital marketing and services
8. Identifying – selecting services

Learning Outcomes

- Understand about introducing new services
- Learn about the services launch process
- Understand how to developing services brands
- Learn about managing services demand
- Services communication – internal and external
- Digital marketing and services
- Partnership development for services
- Learn about portfolio management
- Learn tools and frameworks to help with services marketing
- Practical case studies and examples to work through

Account Based Marketing 1 Day course – Masterclass

This training draws on latest industry practises directly from practise leaders with a focus on maximising business efficiency, sales productivity and improving business and marketing execution through Account Based Marketing

Overview

Today thanks to new marketing technologies ABM can be used by almost any size of business; SMBs and mid-range companies with very limited business and technical resources can target, assign, and manage hundreds and even thousands of prospective accounts and customers. They can keep track of their customers, segment lists, and target accounts with personalized content for email nurture campaigns or for generating new interest..

Who should attend

Designed for people who want to get a better understanding of Account Based Marketing and how to apply it to maximise business and marketing execution and output, as well as measuring its' impact.

Ideal for marketers, and non-marketers wanting more insights on how to leverage marketing to improve business performance and growth.

Outline for training

1. Scope of ABM
2. The Customer & Buying process
3. Setting up ABM
4. Sales and Marketing alignment for ABM
5. How to identify accounts, qualification
6. How to identify contacts by accounts
7. Enabling sales for ABM
8. Measuring ABM success

Learning Outcomes

- Understand what Account Based Marketing is and how to apply it
- Understand new buyer landscape and changes.
- Learn about different implementations in ABM
- Learn how to set up Account Based Marketing
- Understanding relationship between sales and marketing and how to improve Account Based Marketing.
- How to identify accounts and contacts by accounts.
- Learn how to enable sales and support them in ABM
- Learn how to plan and implement an ABM campaign
- How to measure ABM success

B2B Marketing for Better Business Performance I 1 Day course –intermediate level

This training draws on latest industry practises directly from practise leaders with a focus on maximising business efficiency, sales productivity and improving business and marketing execution.

Overview

The B2B organisation has undergone a transformation due to the new industry landscape, the rise of digital and shifting Go-to-Market models. B2B marketers have added pressures of squeezed budgets and increased ROI targets.

This course provides advice, insights and frameworks to help B2B marketers respond to these increasingly demanding business requirements with effective and impactful marketing plans, strategies and tactics.

Who should attend

Designed for people who want to get a better understanding of B2B marketing techniques and apply them to maximise business and marketing execution and output, as well as measuring its' impact.

Ideal for marketers, and also non marketers wanting more insights on how to leverage marketing to improve business performance and growth.

Outline for training

1. The B2B Customer & Buying process
2. B2B Lead Generation Channels
3. Lead Generation Challenges
4. Inbound marketing vs. outbound marketing
5. The Lead generation process
6. Lead generation vehicles and tactics

Learning Outcomes

- Understand new buyer landscape and changes;
- Segmentation of customers and positioning of organisation
- Understand new marketing mix and how to apply it
- Lead generation and how to optimise lead generation.
- Some key tools and techniques to help with day-to-day B2B marketing activities
- Discover how to apply digital marketing practises to improve marketing execution
- Understand how to use different lead generation tactics
- Learn about the lead generation process
- Understand what inbound and outbound marketing and how to use to improve marketing execution

B2B Marketing for Better Business Performance II 1 Day course – Advanced level

This training draws on latest industry practises directly from practise leaders with a focus on maximising business efficiency, sales productivity and improving business and marketing execution.

Overview

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This course provides advice, insights and frameworks to help B2B marketers respond to these increasingly demanding business requirements with effective and impactful marketing plans, strategies and tactics.

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Ideal for marketers, and also non marketers wanting more insights on how to leverage marketing to improve business performance and growth.

Outline for training

1. Data & insights for performance improvement
2. Account Based Marketing
3. Sales and Marketing alignment
4. Lead handover and sales, lead handover and channel execution
5. Marketing automation and tracking marketing performance
6. Budget management and optimisation

Learning Outcomes

- Learn how to market through channel partners
- Understand about working with channel partners to improve marketing execution
- Understand about targeting customers and how to carry out Account Based Marketing
- Learn about marketing performance management and which key metrics to use
- Understanding relationship between sales and marketing and how to optimise it.
- Learn about budget management and approaches to allocation budget as well as optimising them
- Learn about marketing automation and how to use it
- Some key tools and techniques to help with day-to-day B2B marketing activities
- Hear about case studies to help with applying marketing frameworks

B2B Channel Partner Marketing I 1 Day course –intermediate level

This training explores the challenges of marketing via channel partners e.g. how to gain mindshare, deliver messages and improve marketing execution indirectly via them. Few trainings deal with the topics of marketing indirectly to customers, and the specifics related to marketing together with channel partners; this training addresses those needs.

Overview

This training is designed to help B2B marketers who need to market via channel partners of all types, arming them with techniques, skills and frameworks. Attendees will learn about all aspects of B2B channel marketing, from gaining channel partner mindshare, and maximising marketing performance through to marketing via the channel to businesses

Who should attend

Designed for any marketer who want a better understanding of B2B channel marketing techniques, tools, frameworks and an understanding of how to improve B2B marketing effectiveness and impact the business via channel partners.

Attendees should understand core principles of marketing.

Outline for training

1. Types of channel marketing
2. Challenges for marketing working with channel partners
3. Marketing to channel partners
4. Marketing through channel partners
5. Social media marketing applied to channel partner marketing
6. Channel partner loyalty programmes
Channel partner enablement

Learning Outcomes

- Understand the new B2B buyer
- The channel landscape e.g. Resellers, VARs,
- Understand different ways to market to channel partners and intermediaries
- Learn how to enable sales within channel partners
- The new marketing mix applied in a channel marketing context
- Learn how developing Social media marketing indirectly via the channel
- Understand channel partner loyalty and about loyalty programmes
- Channel and events marketing
- Channel partner marketing case studies
- Latest practical tools and templates

B2B Channel Partner Marketing II

1 Day course – Advanced level

This training explores the challenges of marketing via channel partners e.g. how to gain mindshare, deliver messages and improve marketing execution indirectly via them. Few trainings deal with the topics of marketing indirectly to customers, and the specifics related to marketing together with channel partners; this training addresses those needs.

Overview

This training is designed to help B2B marketers who need to market via channel partners of all types, arming them with techniques, skills and frameworks. Attendees will learn about all aspects of B2B channel marketing, from gaining channel partner mindshare, and maximising marketing performance through to marketing via the channel to businesses

Who should attend

Designed for any marketer who want a better understanding of B2B channel marketing techniques, tools, frameworks and an understanding of how to improve B2B marketing effectiveness and impact the business via channel partners.

Attendees should understand core principles of marketing.

Outline for training

1. Designing channels
2. Products/solutions and channel partner marketing
3. Managing the marketing channel
4. Motivating channel partner
5. Sales and marketing alignment with channel partners
6. Digital for marketing to channel partners
7. Channel and lead management
8. Channel partner marketing strategies
9. Channel marketing budgets and control

Learning Outcomes

- How to develop and manage leads with channel partners
- Learn about handing leads to channel partners
- How to manage demand generation through distribution
- How to leverage digital through channel
- Learn about channel design
- Understanding relationship between sales and marketing and how to optimise it
- Incentivization programs and how to activate them through the channel
- Managing budgets and market development funds with channel partners
- What is channel marketing performance and which are the key metrics to use
- Channel partner marketing case studies
- Latest practical tools and templates

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