

NextGen B2B and B2B
Marketing
Courses
2020/2021 courses





Enabling your Business Growth

2020/2021 Course List

B2B Marketing: Fundamentals of B2B Marketing

B2B Marketing: New Product Planning

B2B Marketing: Advanced Lead Generation

B2B Marketing: B2B Marketing Strategy

B2B Digital: B2B Digital Marketing Fundamentals

B2B Digital: B2B Social Media Marketing

B2B Digital: Advanced B2B Digital Marketing

B2B Product Management: Product Management and the product life cycle

B2B Product Management: Innovation and New Product Planning

B2B Product Management: Services Marketing

International Marketing

Creating Compelling Value Propositions

Branding and Brand building

Below is a sample of some of our course outlines; if you would like any information about our courses please contact us on simon.hall@nextgenmarketing.co.uk or call on 07850 932740

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: 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 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: B2B Digital Marketing Fundamentals 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: Advanced B2B Digital Marketing 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.

Advanced B2B Lead Generation 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

B2B Strategy: B2B Marketing Strategy 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. Channel partner marketing
3. Marketing with channel partners
4. Lead generation
5. Lead nurturing
6. B2B Planning and control
7. 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 Services Marketing 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

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
- Planning services
- New services Development
- Learn tools and frameworks to help with services marketing
- Practical case studies and examples to work through

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