

NextGen  
Marketing  
Courses/B2B  
Marketing courses  
2023





Enabling your Business Growth



Enabling your Business Growth

### 2023 Course List

- B2B Marketing: Principles of B2B Marketing**
- B2B Marketing: B2B Acquisition Marketing Strategies**
- B2B Marketing: Account-Based Marketing**
- B2B Digital: B2B Digital Marketing Principles**
- B2B Digital: B2B Social Media Marketing**
- International Product Marketing Principles**
- Global Digital marketing**
- Product Management: B2B Product Management**
- Product Management: The Product Marketing mix**
- Product Management: Product life-cycle management**
- Product Management: Services Marketing**
- Product and Innovation: New product development**
- Product and Innovation: Innovation management**
- Creating compelling value propositions**
- Pricing and Pricing strategies**
- Finance for marketers**

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](mailto:simon.hall@nextgenmarketing.co.uk) or call on 07850 932740

## **B2B Marketing: Principles of B2B Marketing**

**1 Day course ( Introductory to intermediate level)**

This training covers the main aspects of B2B marketing providing essential tools, frameworks in carrying out B2B Marketing

### **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. B2B Markets and customers
2. Understanding and Identification of B2B Customers – Customer journey
3. B2B Marketing channels
4. B2B Content marketing
5. Lead capture and lead nurturing
6. Measuring B2B Marketing

### **Learning Outcomes**

- How to create a B2B Buyer persona
- Learn about the Decision making unit
- Understanding your markets and customers.
- B2B email marketing and uses across customer life cycle
- Role of communication channels for Awareness
- B2B Content marketing
- Lead generation
- Lead capture and lead capture techniques
- Lead scoring
- Measuring B2B Marketing

| Schedule          |   |
|-------------------|---|
| 09.30             | Welcome and introductions   |
| 09.40 (Session 1) | B2B customers, buying process <ul style="list-style-type: none"> <li>• Trends in the market environment</li> <li>• B2B Customer insights</li> <li>• Buyer persona</li> <li>• Decision making unit</li> </ul>  |
| 10.20             | Break   |
| 10.35 (Session 2) | Understanding and Identification of B2B Customers <ul style="list-style-type: none"> <li>• How to discover customers, identify customer insights and target b2b customers</li> <li>• Customer journeys</li> <li>• Touchpoints</li> </ul>  |
| 11.20             | Break   |
| 12.20 (Session 3) | B2B Marketing: Marketing communications /Marketing channels <ul style="list-style-type: none"> <li>• Use of email marketing</li> <li>• Social media marketing landscape for B2B</li> <li>• SEO vs. Paid search</li> <li>• Role of communication channels for Awareness</li> </ul> |
| 12.20             | Lunch   |
| 13.20 (Session 4) | B2B Content marketing <ul style="list-style-type: none"> <li>• Content creation</li> <li>• Content for lead magnets</li> <li>• Creating content on a shoestring</li> <li>• Content creation techniques, technologies</li> </ul>   |
| 14.00             | Break   |
| 14.15 (Session 5) | Lead capture and nurturing <ul style="list-style-type: none"> <li>• Lead generation process</li> <li>• Lead capturing</li> <li>• Lead cultivating (nurturing)</li> <li>• Implicit and explicit scoring</li> </ul>   |
| 15.30             | Break   |
| 15.15 (Session 6) | Measuring B2B Marketing <ul style="list-style-type: none"> <li>• The Customer life cycle</li> <li>• Key metrics and KPIs</li> <li>• Technologies to use in B2B Marketing</li> </ul>   |
| 16.00 - 16.30     | Wrap up   |

## **B2B Acquisition Marketing Strategies**

**1 Day course**

The B2B buyer has changed over the course of the past decade in how they engage vendors, how they use information and how they decide on purchases; this has in turn has disrupted traditional marketing approaches.

### **Overview**

This masterclass helps B2B marketers to understand today's' business customer and to be up-to-date with latest marketing approaches in order to better engage and acquire them.

### **Who should attend?**

Those interested building a more effective B2B customer focused marketing strategy. A masterclass for B2B marketing managers, B2B marketing directors and business owners

### **Brief Outline for training**

1. B2B customers, buying process
2. Identifying customer touchpoints, customer journeys
3. Customer solutions
4. Marketing partnerships for acquisitions
5. Content marketing for customer acquisition
6. Lead capture and nurture

### **Learning Outcomes**

- Understand the buyer landscape and changes in buying behaviour
- How to adapt marketing for different business segmentations
- Identifying buyer types, stakeholders and how to influence them
- Understand the acquisition marketing mix and how to apply it
- How to identify and use partners for acquisition purposes
- Develop marketing solutions to support acquisition marketing
- How to capture leads, nurture leads
- Practical case studies to support the learning experience



## Enabling your Business Growth

| Schedule          |   |
|-------------------|---|
| 09.30             | Welcome and introductions   |
| 09.40 (Session 1) | B2B customers, buying process <ul style="list-style-type: none"> <li>• Trends in the market environment</li> <li>• B2B Customer insights</li> <li>• Buyer persona</li> <li>• Decision making unit</li> <li>• Customer journeys</li> </ul>           |
| 10.20             | Break   |
| 10.35 (Session 2) | Identification and targeting of B2B Customers <ul style="list-style-type: none"> <li>• The Acquisition marketing mix</li> <li>• Selecting approach communication channels for acquisition</li> <li>• Identifying touchpoints, engagement</li> </ul> |
| 11.20             | Break   |
| 12.20 (Session 3) | Creating customer solutions <ul style="list-style-type: none"> <li>• Customer solutions</li> <li>• Identifying needs</li> <li>• Process for developing solutions</li> <li>• Case studies and examples</li> </ul>                                    |
| 12.20             | Lunch   |
| 13.20 (Session 4) | Collaboration <ul style="list-style-type: none"> <li>• Collaboration options</li> <li>• Influencer partnerships</li> <li>• Podcast/Webinar partnerships</li> <li>• Content syndication partners</li> </ul>  |
| 14.00             | Break   |
| 14.15 (Session 5) | Content strategies for acquisition <ul style="list-style-type: none"> <li>• Content marketing mapping</li> <li>• Content for lead magnets</li> <li>• Curated content</li> <li>• Core vs. fragmented content</li> </ul>                              |
| 15.30             | Break   |
| 15.15 (Session 6) | Lead capture and nurturing <ul style="list-style-type: none"> <li>• Lead generation process</li> <li>• Lead capturing</li> <li>• Lead cultivating (nurturing)</li> <li>• Implicit and explicit scoring</li> </ul>                                   |
| 16.00 - 16.30     | Wrap up   |

## **B2B Digital Marketing: 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. B2B Social media marketing – Introduction
2. B2B Social media marketing : Awareness
3. B2B Social media marketing : Lead capture
4. Social media for lead nurturing
5. Social media communities and retention marketing
6. Social media marketing measurement

### **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 types of social media advertising - Twitter, linkedin, facebook, Instagram
- Learn about the social media marketing process
- How marketing departments can help improve sales productivity through social
- Gathering insights via social media
- Social media communities and how to leverage them
- Social media for retaining customers
- How to best measure social across stages of the b2b buying journey



**Schedule**

|                   |  |
|-------------------|--|
| 09.30             | Welcome and introductions  |
| 09.40 (Session 1) | <p>B2B Social media marketing – Introduction</p> <ul style="list-style-type: none"> <li>• B2B Social media marketing channels overview</li> <li>• B2B Social media marketing differences</li> <li>• B2B social media marketing process</li> </ul>  |
| 10.20             | Break  |
| 10.35 (Session 2) | <p>B2B Social media marketing : Awareness</p> <ul style="list-style-type: none"> <li>• Types of social media advertising - Twitter, linkedin, facebook, Instagram</li> <li>• Social media video advertising</li> <li>• Social media display advertising</li> <li>• Social media native advertising</li> </ul>              |
| 11.20             | Break  |
| 12.20 (Session 3) | <p>B2B Social media marketing : Lead capture</p> <ul style="list-style-type: none"> <li>• Mechanics for lead capture</li> <li>• Use of lead magnets</li> <li>• Process of lead capture and how social media channels can be combined to improve lead capturing</li> <li>• Techniques by social media channel</li> </ul>    |
| 12.20             | Lunch  |
| 13.20 (Session 4) | <p>B2B Social media marketing : Lead nurturing</p> <ul style="list-style-type: none"> <li>• Lead nurturing by social media channel</li> <li>• Lead nurturing – Timeliness in responding,</li> <li>• Functionalities of social media channels</li> </ul>  |
| 14.00             | Break  |
| 14.15 (Session 5) | <p>B2B Social media marketing : Social media communities and retaining customers</p> <ul style="list-style-type: none"> <li>• Types of communities</li> <li>• Benefits of social media communities</li> <li>• Techniques for retaining customers</li> <li>• Social media Personalisation for customer retention</li> </ul> |
| 15.30             | Break  |
| 15.15 (Session 6) | <p>Measuring B2B social media marketing</p> <ul style="list-style-type: none"> <li>• Social media metrics and KPIs</li> <li>• How to interpret metrics, KPIs</li> <li>• Social media dashboards</li> <li>• Improving social media metrics</li> </ul>   |
| 16.00 - 16.30     | Wrap up  |

## **B2B Digital Marketing Principles**

**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**

This course is designed to provide marketers with a solid grounding in B2B digital marketing covering the key digital channels, tools and techniques to get you started. You will learn how to create a B2B digital marketing plan as well as measuring and evaluating your digital marketing activity. We will also be providing tips and guidance on managing ever decreasing budgets, showing you how to create digital marketing campaigns at low cost.

### **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. B2B Digital marketing introduction and digital advertising
2. Website and email marketing -B2B
3. B2B search engine marketing
4. B2B content marketing
5. B2B social media marketing
6. B2B measurement of digital marketing

### **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
- B2B Search engine marketing
- B2B SEO - offpage and onpage
- Understand content marketing and what defines compelling content
- Learn about B2B social media channels and goals
- Types of B2B Social media advertising and video
- How Social media can be used to generate leads
- 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

| Schedule          |  |
|-------------------|--|
| 09.30             | Welcome and introductions  |
| 09.40 (Session 1) | Introduction to B2B marketing and B2B digital marketing <ul style="list-style-type: none"> <li>• B2B buyer journey and the B2B buyer</li> <li>• B2B Digital marketing channels</li> <li>• B2B Digital advertising</li> </ul>   |
| 10.20             | Break  |
| 10.35 (Session 2) | B2B Website and email marketing <ul style="list-style-type: none"> <li>• Website heatmaps , Landing pages</li> <li>• Website structures and hierarchy</li> <li>• Website marketing goals</li> <li>• B2b email marketing,email personalisation</li> </ul>   |
| 11.20             | Break  |
| 12.20 (Session 3) | Search engine marketing <ul style="list-style-type: none"> <li>• B2B PPC, PPC Search ads</li> <li>• B2B SEO vs. PPC</li> <li>• On-page SEO</li> <li>• Off-page SEO</li> </ul>  |
| 12.20             | Lunch  |
| 13.20 (Session 4) | B2B Content marketing <ul style="list-style-type: none"> <li>• Content marketing process</li> <li>• Content planning and mapping</li> <li>• Creating content</li> <li>• Curated content</li> <li>• Thought leadership content</li> <li>• Content trends by format: Blogs, Podcasts, Videos, Ebooks</li> </ul>              |
| 14.00             | Break  |
| 14.15 (Session 5) | B2B Social media marketing <ul style="list-style-type: none"> <li>• The social media channels and goals</li> <li>• Social media marketing process</li> <li>• Social media advertising and video</li> <li>• Social media and lead generation</li> <li>• Social media listening</li> <li>• Social media analytics</li> </ul> |
| 15.30             | Break  |
| 15.15 (Session 6) | Digital marketing measurement and Planning <ul style="list-style-type: none"> <li>• Goals and Marketing planning frameworks</li> <li>• Tracking marketing activities</li> <li>• Methods for measuring by awareness, purchase</li> <li>• Digital Channel metrics</li> <li>• Dashboards</li> </ul>                           |
| 16.00 - 16.30     | Wrap up  |

## Product and Innovation: New Product Planning and Development

### 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. Idea generation
3. Concept development and testing
4. Commercialisation/Business analysis
5. Market testing
6. Commercialisation and launch of new products

#### Learning Outcomes

- Definitions, benefits and principles of good innovation management
- New product development process overview
- Idea generation
- Idea generation techniques
- Concept development and testing
- How to conduct business analysis
- How to conduct a stakeholder analysis to support new product development
- Market testing techniques
- Cocreation
- How to launch new products
- Ensuring success of new product launches through sales enablement and support
- Success factors in NPD
- Avoiding failures in product planning

| Schedule          |   |
|-------------------|---|
| 09.30             | Welcome and introductions   |
| 09.40 (Session 1) | New product development Introduction <ul style="list-style-type: none"> <li>• New product development process</li> <li>• Levels of newness</li> <li>• Halo/domino effects</li> <li>• Stage-gate models</li> </ul>                         |
| 10.20             | Break   |
| 10.35 (Session 2) | Ideation and coming up with ideas of new products <ul style="list-style-type: none"> <li>• Ideation phase</li> <li>• Techniques</li> <li>• Brainstorming</li> <li>• Six thinking hats</li> <li>• Problem solving</li> </ul>               |
| 11.20             | Break   |
| 12.20 (Session 3) | Concept screening phase <ul style="list-style-type: none"> <li>• Concept screening techniques</li> <li>• Concept screening of services vs. goods</li> </ul>   |
| 12.20             | Lunch   |
| 13.20 (Session 4) | Commercialisation/Business analysis <ul style="list-style-type: none"> <li>• Profit analysis</li> <li>• Evaluating return on product projects</li> <li>• Demand forecasting, sales forecasting</li> <li>• Stakeholder analysis</li> </ul> |
| 14.00             | Break   |
| 14.15 (Session 5) | Development, testing, cocreation <ul style="list-style-type: none"> <li>• Testing methods for products</li> <li>• Testing process</li> <li>• Lean/agile methods for testing, learning</li> <li>• Cocreation</li> </ul>                    |
| 15.30             | Break   |
| 15.15 (Session 6) | Launching a new products <ul style="list-style-type: none"> <li>• Sales enablement, support</li> <li>• Marketing communications</li> <li>• Managing the launch process</li> </ul>   |
| 16.00 - 16.30     | Wrap up   |

**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**

Services have evolved to become the dominant type of product marketed in most countries and markets worldwide yet the differences between physical goods marketing and services-based marketing are not always understood. This course is about provide clear guidance on how to market services from services design, services pricing, promotion; it also 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. Introduction to Services marketing
2. The Services encounter
3. Services marketing mix and extended Ps
4. Understanding services buying behaviour
5. New services development
6. Marketing communication and services

**Outcomes**

- Understand the new B2B buyer
- Importance of services
- Understand the services encounter
- Learn about the services marketing mix
- Customer expectations of services
- Service quality and the gaps model
- Listening to customers
- Planning services
- Marketing communication and services
- Digital marketing of services
- Learn about buyer behaviours and services
- New services Development
- Learn tools and frameworks to help with services marketing
- Practical case studies and examples to work through

| Schedule          |   |
|-------------------|---|
| 09.30             | Welcome and introductions   |
| 09.40 Session 1)  | Introduction to Services marketing and its importance <ul style="list-style-type: none"> <li>• What is services marketing?</li> <li>• Differences of services marketing vs. good marketing</li> <li>• Importance of services marketing</li> <li>• Benefits of services marketing</li> <li>• Classification of services</li> </ul> |
| 10.20             | Break   |
| 10.35 (Session 2) | The service encounter <ul style="list-style-type: none"> <li>• The service encounter</li> <li>• Evaluating the service encounter</li> <li>• Service failure and recovery</li> </ul>   |
| 11.20             | Break   |
| 12.20 (Session 3) | Services marketing mix and extended Ps <ul style="list-style-type: none"> <li>• People</li> <li>• Physical evidence</li> <li>• Process</li> </ul>   |
| 12.20             | Lunch   |
| 13.20 (Session 4) | Understanding services buying behaviour <ul style="list-style-type: none"> <li>• Buying behaviour models</li> <li>• Decision making unit</li> <li>• Effects of intangibility on the buying process</li> </ul>   |
| 14.00             | Break   |
| 14.15 (Session 5) | New service development <ul style="list-style-type: none"> <li>• Service life-cycle</li> <li>• Refining the service portfolio</li> <li>• Frameworks for planning services – blueprinting etc</li> <li>• Service deletion</li> </ul>   |
| 15.30             | Break   |
| 15.15 (Session 6) | Promoting and communicating services <ul style="list-style-type: none"> <li>• Marketing communication channels</li> <li>• Services advertising</li> <li>• Services direct marketing</li> <li>• Services brands</li> </ul>   |
| 16.00 - 16.30     | Wrap up   |

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