

NextGen
Marketing
Courses/B2B
Marketing courses
2025





Enabling your Business Growth

2025 Course List

AI B2B Lead Generation Masterclass NEW !
AI and Digital - International marketing NEW!
AI powered Market research -New!
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
International marketing strategy NEW !
Global Digital marketing NEW!
Product Management: B2B Product Management
Product Management: Services Marketing
Product and Innovation: New product development
Product and Innovation: Innovation management
Creating compelling value propositions
Pricing and Pricing strategies
Measuring marketing performance

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

AI Lead generation

1 Day course (intermediate level)

<p>This training covers key aspects of AI and how it can be used in the area of B2B Lead Generation</p>	
<p>Overview</p> <p>This course provides an overview of how artificial intelligence (AI) is used in B2B lead generation. Participants will learn about the key AI technologies, such as machine learning, natural language processing, and other AI tools. The course covers topics including lead scoring, personalized marketing, and AI-powered sales enablement tools. By the end of this course, participants will have a solid understanding of how to leverage AI to optimize their lead generation efforts and drive business growth.</p>	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Have a better understanding of the areas where AI can support Lead generation • Learn how to use AI to learn about customers and support market and competitive analysis • Understand how AI can be used identify and learn about accounts • Understand how generative AI can be used to create content for your lead generation campaigns • Discover AI's role in nurturing leads and how AI can support lead generation campaigns • Understand how to select and review AI technologies and plan your AI strategy
<p>Who should attend</p> <p>Individuals who have responsibility for, or involvement in, lead generation who also want to leverage AI tools and techniques. It will also help those within other functions who have an interest in B2B lead Generation</p>	
<p>Brief Outline for training</p> <ol style="list-style-type: none"> 1. Lead Generation and AI 2. AI and Customer, Market, Competitor insights 3. Lead capture 4. AI for lead capture 5. AI for lead nurturing 6. AI Planning, Tracking and Integration 	

Schedule

09.30 (Session 1)	<p>Lead generation introduction, AI trends and key areas</p> <ul style="list-style-type: none"> • How the B2B buyer has changed in the past years • AI trends in Lead generation • Where AI plays a role and Key AI areas • How AI benefits and transforms Lead generation
10.20	Break
10.30 (Session 2)	<p>AI and Customer & Market insights</p> <ul style="list-style-type: none"> • Identifying key customer segments and personas • AI to deepen understanding of customer and for buyer personas • AI for identifying customer pain points • Market and competitive insights and AI
11.15	Break
(Session 3)	<p>AI for Account insights, account research</p> <ul style="list-style-type: none"> • AI for identifying suitable leads, to find contact information • AI to conduct account research, • AI for sizing market and industry opportunities • AI to identify look-alike accounts
12.30	Lunch
13.30 (Session 4)	<p>AI for Lead Capture</p> <ul style="list-style-type: none"> • Overview of Lead capture, gated content, Lead capture mechanics • Overview of Lead magnets, lead magnet types • AI and it's role in identifying CTAs, and leveraging AI in creating other lead magnet content • Other Innovative content formats for capturing leads
14.15	Break
14.30 (Session 5)	<p>AI for Lead nurturing and lead generation campaigns</p> <ul style="list-style-type: none"> • Lead nurturing tools, techniques • AI to personalise blogs for lead nurturing • AI to personalise and tailor emails • Leverage AI to create email nurture campaigns • AI's role in support other areas of Lead nurturing •
15.20	Break
15.30 (Session 6)	<p>The AI technology planning and implementation for Lead generation</p> <ul style="list-style-type: none"> • Identifying AI tools, • Reviewing AI technology • Building the the lead generation technology stack and integrating AI • Leveraging AI productivity tools to support lead generation planning
16.15	Review day one and close

AI & Digital International Marketing

1 Day course (intermediate level)

This covers the main aspects of AI and Digital marketing in an International context. It also includes an overview of key digital technologies and key AI tools.

Overview

This course covers key area of artificial intelligence (AI) and digital technologies on international marketing. Participants will explore areas of digital marketing and AI across areas such as market research, customer profile building, international SEO, international social media marketing and other digital marketing spaces.

Who should attend

Individuals who have responsibility for communicating and marketing to foreign markets. Those who are involved in marketing products and services to international markets. Ideas for international marketers or for domestic marketers who are interested international marketing

Brief Outline for training

- International marketing intro and AI/Digital
- Understanding International markets
- Understanding international customers
- Creating International content via AI etc.
- International advertising, websites, seo
- International social media and email marketing

Learning Outcomes

- How to create a international B2B Buyer persona using AI
- Learn about International markets using AI tools
- How market websites internationally
- Learn about SEO considerations for foreign markets
- Discover how to create content using AI tools, to save and optimise resources
- How to market abroad via social media channels
- International email marketing and AI

Schedule	
09.30	Welcome and introductions
09.40 (Session 1)	International marketing and Digital/AI <ul style="list-style-type: none"> • Key digital trends in international marketing • Digital and AI roles in international marketing • How AI helps • Differences between AI and digital
10.20	Break
10.35 (Session 2)	Understanding and Identification of International markets <ul style="list-style-type: none"> • International market insights – needs • How to leverage digital • AI tools for understanding markets
11.20	Break
12.20 (Session 3)	Understanding International customers <ul style="list-style-type: none"> • International buyer personas • Digital technologies and techniques • Using AI to create an international buyer persona
12.20	Lunch
13.20 (Session 4)	International Content marketing and Digital/AI <ul style="list-style-type: none"> • Content creation for International marketing activities • Digital marketing and international application • How to use AI for international content creation
14.00	Break
14.15 (Session 5)	International advertising, websites and SEO <ul style="list-style-type: none"> • Digital and AI for International advertising • Digital and AI for international websites • International SEO
15.30	Break
15.15 (Session 6)	International social media marketing, email, marketing <ul style="list-style-type: none"> • Digital/AI social media marketing covering YouTube, Facebook, Instagram, LinkedIn, etc • Email marketing and messenger apps in an international context
16.00 - 16.30	Wrap up

AI & Market research

1 Day course (intermediate level)

This training covers a range of aspects as how AI can be used in key areas of market research

Overview

This course provides an overview of how artificial intelligence (AI) can be used in market research. Participants will gain a deep understanding of AI technologies, their applications in market research, and practical steps involved in implementing AI within different market research areas.. The course will cover a wide range of topics, including data collection, analysis, types of research methods, consumer insight, presenting research reports

Who should attend

This course is designed for professionals working in market research, marketing, business intelligence, data analytics, or related fields. Individuals who are interested in learning how to harness the power of AI to gain a competitive edge in their respective industries will also benefit from this course

Brief Outline for training

7. AI role and AI uses cases in Market research
8. Understanding markets through AI
9. Understanding customers with AI
10. Conducting surveys, polls and other research via AI
11. Data collection and analysis
- 12.** Preparing research reports and presentations with AI

Learning Outcomes

- Understand the fundamental applications of AI in market research.
- Identify suitable AI technologies for specific market research challenges.
- How to use Ai for market segmentation
- How AI can be used to identify market trends
- Learn how to create buyer personas and international buyer personas
- Learn how to use AI for conducting research surveys, polls
- Understand different approaches in using AI for creating market research reports

Schedule	
09.30	Welcome and introductions
09.40 (Session 1)	International market research <ul style="list-style-type: none"> • Introduction to AI • Overview of market research methodologies • The intersection of AI and market research
10.20	Break
10.35 (Session 2)	Understanding markets <ul style="list-style-type: none"> • AI-powered market segmentation • Competitive analysis using AI • Market sizing and forecasting
11.20	Break
12.20 (Session 3)	AI for Understanding Customers <ul style="list-style-type: none"> • Customer profiling and segmentation • Sentiment analysis and opinion mining • Customer journey mapping with AI
12.20	Lunch
13.20 (Session 4)	Conducting Surveys and Polls Using AI <ul style="list-style-type: none"> • AI-powered survey design and distribution • Automated data collection and analysis • Chatbots for survey administration
14.00	Break
14.15 (Session 5)	Data Collection and Data Analysis <ul style="list-style-type: none"> • AI-powered data collection techniques (e.g., web scraping, social media monitoring) • Data cleaning and preprocessing • Predictive analytics and forecasting • Customer journey analysis
15.30	Break
15.15 (Session 6)	Presenting Research Findings Using AI <ul style="list-style-type: none"> • Interactive dashboards and visualizations • AI-generated reports and summaries • Storytelling with data
16.00 - 16.30	Wrap up

International Marketing strategies

1 Day course –intermediate level

You may be already established in foreign markets or you may be about to expand internationally; this course will help you gain a better understanding of international markets and provide with the latest approaches and frameworks in international marketing strategy

Overview

We will show you how to assess international markets, look at different market entry strategies and learn about international channel management and marketing. You will also hear about international competition analysis, and how to position for your company and products for international markets. Throughout the course will be provided with new tips and guidance, and practical frameworks.

Who should attend

This course will be beneficial for companies of all sizes, who are either in the process or considering expanding operations abroad. It will also benefit companies who have some experience in operating internationally but want to enhance and update their international marketing capabilities and skills.

Outline for training

1. International marketing framework – and international market readiness
2. Market assessment
3. International market segmentation and selection
4. International competitive analysis
5. Identifying competitive advantage
6. Market entry

Learning Outcomes

- How to develop your International Marketing Strategy
- Conduct an organisational self-assessment relating to marketing internationally
- Understand International Market environment analysis
- Assess the attractiveness of markets from both a business and a marketing perspective
- Learning about international market segmentation
- How to conduct an international competitive analysis also leveraging key techniques and technologies
- How to identify unique and sustainable competitive advantages for going international
- How to position your company and products for international markets
- Learn about market entry strategies and new ways to enter markets
- Key techniques, tools and reference sources
- Create an export plan and international marketing plan

Schedule	
09.30	Welcome and introductions
09.45 (Session 1)	Self-assessment & Decision to market Internationally <ul style="list-style-type: none"> • Overview of key influences: International market investments, etc. • Importance of International Marketing • Controllable/uncontrollable aspects in going international • Self-assessments and decisions before going international
10.15	Break
10.30 (Session 2)	International Market environment analysis <ul style="list-style-type: none"> • International market opportunity identification (market scanning, demand pattern analysis), Current issues in global market research • Goal setting for global marketing • Market profile analysis
11.15	Break
11.30 (Session 3)	International segmentation: <ul style="list-style-type: none"> • Learn how to segment international markets • Methods for selecting and prioritizing markets
12.15	Lunch
13.15 (Session 4)	International Competitive analysis <ul style="list-style-type: none"> • How to monitor competition • What to look for, how to identify competitive advantage • Key approaches and tools for monitoring competition globally
14.00	Break
14.15 (Session 5)	Identifying value and strengths for positioning: <ul style="list-style-type: none"> • Perceived value in an international context • Understanding and evaluating propositions for positioning • Key international positioning strategies
15.00	Break
15.15 (Session 6)	Potential Market Entry Strategies and Channel strategy <ul style="list-style-type: none"> • Market entry strategies (indirect, direct, foreign manufacturing strategies, licensing) • Incentives for using an international strategy • Strategic decisions in int marketing strategy • Channel strategy in foreign markets
16.15	Review of day and close

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

- B2B Markets and customers
- Understanding and Identification of B2B Customers – Customer journey
- B2B Marketing channels
- B2B Content marketing
- Lead capture and lead nurturing
- 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"> • Trends in the market environment • B2B Customer insights • Buyer persona • Decision making unit
10.20	Break
10.35 (Session 2)	Understanding and Identification of B2B Customers <ul style="list-style-type: none"> • How to discover customers, identify customer insights and target b2b customers • Customer journeys • Touchpoints
11.20	Break
12.20 (Session 3)	B2B Marketing: Marketing communications /Marketing channels <ul style="list-style-type: none"> • Use of email marketing • Social media marketing landscape for B2B • SEO vs. Paid search • Role of communication channels for Awareness
12.20	Lunch
13.20 (Session 4)	B2B Content marketing <ul style="list-style-type: none"> • Content creation • Content for lead magnets • Creating content on a shoestring • Content creation techniques, technologies
14.00	Break
14.15 (Session 5)	Lead capture and nurturing <ul style="list-style-type: none"> • Lead generation process • Lead capturing • Lead cultivating (nurturing) • Implicit and explicit scoring
15.30	Break
15.15 (Session 6)	Measuring B2B Marketing <ul style="list-style-type: none"> • The Customer life cycle • Key metrics and KPIs • Technologies to use in B2B Marketing
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"> • Trends in the market environment • B2B Customer insights • Buyer persona • Decision making unit • Customer journeys
10.20	Break
10.35 (Session 2)	Identification and targeting of B2B Customers <ul style="list-style-type: none"> • The Acquisition marketing mix • Selecting approach communication channels for acquisition • Identifying touchpoints, engagement
11.20	Break
12.20 (Session 3)	Creating customer solutions <ul style="list-style-type: none"> • Customer solutions • Identifying needs • Process for developing solutions • Case studies and examples
12.20	Lunch
13.20 (Session 4)	Collaboration <ul style="list-style-type: none"> • Collaboration options • Influencer partnerships • Podcast/Webinar partnerships • Content syndication partners
14.00	Break
14.15 (Session 5)	Content strategies for acquisition <ul style="list-style-type: none"> • Content marketing mapping • Content for lead magnets • Curated content • Core vs. fragmented content
15.30	Break
15.15 (Session 6)	Lead capture and nurturing <ul style="list-style-type: none"> • Lead generation process • Lead capturing • Lead cultivating (nurturing) • Implicit and explicit scoring
16.00 - 16.30	Wrap up

ACCOUNT BASED MARKETING

This one-day course provides a comprehensive overview of Account-Based Marketing (ABM), a strategic approach that focuses on targeting specific high-value accounts rather than a broad market. Participants will learn the key principles, methodologies, and best practices of ABM, enabling them to effectively implement and optimize ABM programs within their organizations.

Overview

This course helps B2B companies better understand ABM; equipping them with the knowledge to set up ABM; understanding how to identify and select accounts as well as roll out and measure ABM campaigns

Who should attend?

- Marketing professionals seeking to improve their lead generation and customer acquisition strategies.
- Sales professionals looking to enhance their ability to engage with high-value accounts.
- Business development professionals interested in developing targeted and personalized outreach programs.
- Executives and managers responsible for driving revenue growth and customer satisfaction.

Brief Outline for training

- ABM overview, process
- Setting ABM
- Finding data, Collecting ABM Insights
- AI for Account prospecting
- ABM campaigns
- Measuring ABM

Learning Outcomes

- Understand the core principles and benefits of ABM.
- Identify and select high-value accounts for targeted marketing efforts.
- Develop personalized and effective ABM campaigns.
- Create relevant and engaging content tailored to specific accounts.
- Measure and analyze the performance of ABM programs.
- Implement ABM strategies within their organizations.

Schedule	
09.30	Welcome and Introductions
09.40 (Session 1)	ABM Introduction <ul style="list-style-type: none"> • ABM Introduction, • Key trends regarding ABM, • The ABM Process, • Benefits and challenges regarding ABM
10.20	Break
10.35 (Session 2)	Setting up an ABM Program <ul style="list-style-type: none"> • Strategic alignment, • Goals of ABM, • Scope of ABM, ABM Types, • ABM strategies, • Stakeholder buy-in, Assembling the team, The audit
11.20	Break
12.20 (Session 3)	Finding data, Collecting ABM Insights <ul style="list-style-type: none"> • The Buying unit, • Uncovering insights, • ICP and Ideal account profiles, ,Creating personas, • finding account information, • Selecting the right accounts
12.20	Lunch
13.20 (Session 4)	AI for Account Insights <ul style="list-style-type: none"> • How to use AI Technology for finding look-alike accounts, • AI for identifying contacts, • AI for market/industry insights. • AI technologies
14.00	Break
14.15 (Session 5)	ABM Campaigns and Content <ul style="list-style-type: none"> • Content mapping • ABM campaign planning, • Advertising to account, • Personalisation for accounts • Account targeting
15.30	Break
15.15 (Session 6)	Measuring and tracking ABM performance <ul style="list-style-type: none"> • Measuring ABM • Establishing KPIS, • ABM analytics, • Areas of ABM measurement e.g. engagement, coverage
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"> • B2B Social media marketing channels overview • B2B Social media marketing differences • B2B social media marketing process
10.20	Break
10.35 (Session 2)	<p>B2B Social media marketing : Awareness</p> <ul style="list-style-type: none"> • Types of social media advertising - Twitter, linkedin, facebook, Instagram • Social media video advertising • Social media display advertising • Social media native advertising
11.20	Break
12.20 (Session 3)	<p>B2B Social media marketing : Lead capture</p> <ul style="list-style-type: none"> • Mechanics for lead capture • Use of lead magnets • Process of lead capture and how social media channels can be combined to improve lead capturing • Techniques by social media channel
12.20	Lunch
13.20 (Session 4)	<p>B2B Social media marketing : Lead nurturing</p> <ul style="list-style-type: none"> • Lead nurturing by social media channel • Lead nurturing – Timeliness in responding, • Functionalities of social media channels
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"> • Types of communities • Benefits of social media communities • Techniques for retaining customers • Social media Personalisation for customer retention
15.30	Break
15.15 (Session 6)	<p>Measuring B2B social media marketing</p> <ul style="list-style-type: none"> • Social media metrics and KPIs • How to interpret metrics, KPIs • Social media dashboards • Improving social media metrics
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"> • B2B buyer journey and the B2B buyer • B2B Digital marketing channels • B2B Digital advertising
10.20	Break
10.35 (Session 2)	B2B Website and email marketing <ul style="list-style-type: none"> • Website heatmaps , Landing pages • Website structures and hierarchy • Website marketing goals • B2b email marketing,email personalisation
11.20	Break
12.20 (Session 3)	Search engine marketing <ul style="list-style-type: none"> • B2B PPC, PPC Search ads • B2B SEO vs. PPC • On-page SEO • Off-page SEO
12.20	Lunch
13.20 (Session 4)	B2B Content marketing <ul style="list-style-type: none"> • Content marketing process • Content planning and mapping • Creating content • Curated content • Thought leadership content • Content trends by format: Blogs, Podcasts, Videos, Ebooks
14.00	Break
14.15 (Session 5)	B2B Social media marketing <ul style="list-style-type: none"> • The social media channels and goals • Social media marketing process • Social media advertising and video • Social media and lead generation • Social media listening • Social media analytics
15.30	Break
15.15 (Session 6)	Digital marketing measurement and Planning <ul style="list-style-type: none"> • Goals and Marketing planning frameworks • Tracking marketing activities • Methods for measuring by awareness, purchase • Digital Channel metrics • Dashboards
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

7. New product development process overview
8. Idea generation
9. Concept development and testing
10. Commercialisation/Business analysis
11. Market testing
12. 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"> • New product development process • Levels of newness • Halo/domino effects • Stage-gate models
10.20	Break
10.35 (Session 2)	Ideation and coming up with ideas of new products <ul style="list-style-type: none"> • Ideation phase • Techniques • Brainstorming • Six thinking hats • Problem solving
11.20	Break
12.20 (Session 3)	Concept screening phase <ul style="list-style-type: none"> • Concept screening techniques • Concept screening of services vs. goods
12.20	Lunch
13.20 (Session 4)	Commercialisation/Business analysis <ul style="list-style-type: none"> • Profit analysis • Evaluating return on product projects • Demand forecasting, sales forecasting • Stakeholder analysis
14.00	Break
14.15 (Session 5)	Development, testing, cocreation <ul style="list-style-type: none"> • Testing methods for products • Testing process • Lean/agile methods for testing, learning • Cocreation
15.30	Break
15.15 (Session 6)	Launching a new products <ul style="list-style-type: none"> • Sales enablement, support • Marketing communications • Managing the launch process
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"> • What is services marketing? • Differences of services marketing vs. good marketing • Importance of services marketing • Benefits of services marketing • Classification of services
10.20	Break
10.35 (Session 2)	The service encounter <ul style="list-style-type: none"> • The service encounter • Evaluating the service encounter • Service failure and recovery
11.20	Break
12.20 (Session 3)	Services marketing mix and extended Ps <ul style="list-style-type: none"> • People • Physical evidence • Process
12.20	Lunch
13.20 (Session 4)	Understanding services buying behaviour <ul style="list-style-type: none"> • Buying behaviour models • Decision making unit • Effects of intangibility on the buying process
14.00	Break
14.15 (Session 5)	New service development <ul style="list-style-type: none"> • Service life-cycle • Refining the service portfolio • Frameworks for planning services – blueprinting etc • Service deletion
15.30	Break
15.15 (Session 6)	Promoting and communicating services <ul style="list-style-type: none"> • Marketing communication channels • Services advertising • Services direct marketing • Services brands
16.00 - 16.30	Wrap up

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