

PLANNING AND EXECUTING MARKETING & SALES STRATEGIES

BDC 301 [Accelerating Business Growth]



Effective marketing activities increase sales. SDGC Effective Marketing program provide the practicing marketer with relevant, contemporary marketing content to equip them for the current global landscape.



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BRIEF PROGRAM OVERVIEW

Marketing has become the soul of every business organization and concerned managers and executives need to review and upgrade their professional skills.

This workshop will deal with issues and techniques relating to planning, implementation and control phases of the marketing process, the kind of issues marketing strategists face in organizations in achieving growth and success in the marketing place.

FOR WHOM:

Middle and Senior Managers responsible for Business development, Brand management, Market Development, New product marketing, client servicing, credit and marketing, treasury functions and market promotions.

LEARNING OBJECTIVES:

At the end of the workshop, participants will be able to:

- identify how successful Marketing Managers allocate their limited resources, both in theory and in practice.
- appreciate the three marketing plan framework
- identify what makes an effective marketing plan and the problems that is associated with it.
- organize a marketing department and identify the role of a product manager
- how to evaluate and control marketing programs.
- Developing integrated marketing strategy

DURATION: 3 DAYS

TRAINING PACK

- + Award of Certificate of Participation
- + Refreshment
- + 30days On- going mentorship guide
- + Project Work – Developing an Effective Integrated Marketing Plan for your Business
- + Discount for group enrolment (Call 08096662323, 08107922921)

COURSE CONTENT:

The Planning Phase of the Strategic Marketing Process

- Developing effective Marketing plan
 - Situation Analysis
 - Market Research;
 - Market-Product Focus and Goal Setting
- Understanding The Marketing Communication Mix / Channels
- Problems in Marketing Planning & Strategy

The Implementation Phase of the Strategic Marketing Process

- Understanding the Rules of Competition and Positioning Strategy
 - Customer perception of value creation;
 - Marketing Perception : The Mind Share, The Market Share
- Allocating Marketing Resources
 - Committing Resources
- Organizing for Marketing
- The role of a Product Manager
- Marketing Communications Mix strategy
 - Using the 7 Ps to attract and manage customers

The Control Phase of the Strategic Marketing Process

- The Marketing Control Process
 - Measuring Results;
 - Sales Analysis;
 - Profitability Analysis;
 - The Marketing Audit

Introduction to Digital Marketing

- Overview of Digital Marketing
- The Place of Digital Marketing in Today Business World
- Online Advertising (Search Engine, Social Media and Other Platform);
- Email Marketing, Content Marketing and Mobile Marketing

REGISTRATION PROCEDURE

1. Pay the registration fee on or before registration deadline date(at least a week before class commencement date)
2. Send your name, phone number, email address, training location, amount paid to training@successdrives.net or SMS to 08096662323
3. Visit www.successdrives.net click on register now tab and complete Registration Form.
4. Upon confirmation of your registration an electronic receipt will be sent to your mail.
5. Pay the tuition on or before the tuition deadline

ACCOUNT DETAILS

Bank: First City Monument Bank Plc (FCMB)

Account Name: SuccessDrive Global Consult Ltd

Account Number: 246 809 3010