

The Marketing Workshop

‘Making it Happen’ is the core theme of this workshop. The focus is on translating your business strategy into a real world application through the tools and processes of professional marketing. Using the INSIGHT Marketing Planning Process, delegates will work through their own strategy and application task.

Who will this event benefit?

Marketing Managers, Product Managers, Sales Managers, and those managers from functions closely involved in translating the business strategy into action through the marketing plan.

What will you gain?

As a result of attending this event, you will:

- Understand the marketing planning process, and be able to implement its key tools in your own market circumstances:
 - * The Market Audit
 - * Strategic Positioning:
 - » Defining your Growth strategy
 - » Identifying your source of Sustainable Competitive Advantage
 - » Selecting your Value Drivers
 - » Establishing your Segmentation strategy
 - » Building and positioning your Brand
 - * Delivering the Value:
 - » Developing the Value Proposition
 - » Relationship Management – (Key Account Management)
 - » Brand Management
 - » Portfolio Management
 - » Securing cross-business alignment
 - * Tactical application:
 - » Manage the product life cycle
 - » Implement value pricing
 - » Manage the channels to market
 - » Design the promotional campaign
- Appreciate the importance of measuring and evaluating the return on your marketing investment
- Be able to prepare, review, and communicate a Marketing Plan

What the programme involves:

This three-day workshop combines formal inputs with case studies, application workshops, and planning for action. As the focus is firmly on making it happen, in your own circumstances, whether that be B2B, FMCG, or Service, each client will choose its own priorities from the ‘menu’ shown above under ‘What will you gain?’

This workshop is supported by the ‘Key Marketing Skills’ book (2nd edition), by Peter Cheverton.