

Strategic Marketing

Course length: 2 days

Often the difference between success and failure is the ability to think strategically about your customer needs and adapt your routes to market. This masterclass will help you build a marketing strategy that complements your business model and your plans for growth.

How can it help?

- Create a pitch to win more and higher value customers
- Develop the capability to deliver long term strategic planning
- Drive growth by entering emerging or untapped markets
- Relate strategic business goals to everyday practices
- Highlight and maximise marketing opportunities
- Create a strong brand promise and drive growth
- Profile target customer groups
- Create a strong brand promise and drive for marketing communications

Programme outline

This two day interactive masterclass will help participants develop key marketing objectives that will aid a sustainable strategy for growth. The session will particularly focus on channels and customer relationships for both 'Business to Business' or 'Business to Consumer' environments.

The Strategic Marketing Process

Understanding market positioning

- Value proposition and customer segments
- Market research, profiling and positioning
- Competitor analysis and advantage

Communicating the value proposition and positioning

- Introduction to brand strategy
- Defining your brand values and story
- Value driver - making emotional connections to people and communities
- Visual representation and application

Marketing communication channels

- Digital and social media
- Traditional marketing channels – broadcast media and press
- Creating content

Executing marketing strategies

- Planning and budgeting for marketing and PR campaigns
- How marketing relates to pricing, distribution and sales
- Execution, monitoring and evaluation of impact

Who should attend?

This masterclass can be delivered to micro or small businesses. It will benefit business owners launching their first startup. As well as established business owners, leaders and senior managers who are launching a new product or service.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this two day programme please contact:

T: 0191 516 4400

E: enquiries@inspiringgrowth.co.uk

W: inspiringgrowth.co.uk

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