



Marketing Strategy Training

▪ Overview

This tailored course is a workshop with plenty of hands-on experience and exercises to help you understand your market place, plan your marketing strategy, decide which market tools to use and consider various media channels

The course is aimed at equipping you with the skills you need to devise an integrated marketing strategy, with all aspects of marketing complementing each other. It will give you a thorough understanding of what is involved in marketing your organisation, from planning through to implementation, using the latest tools and techniques. You will have the opportunity to think through some of your own ideas, and have a clear picture of how these activities can be used to drive the results that are required to support your organisation's own business plan.

This course is available as face to face training or online via Zoom or Teams.

▪ Programme

Understanding your market place

- Your audience
- Competitors
- Key messages
- The 4 Ps of marketing
- Resources

Planning your strategy

- Analysis
- Objectives
- Strategy
- Measurement and evaluation
- Costs

Cont....

Marketing tools

- PR
- Advertising (newspapers, magazines, online, advertorials)
- Events
- Brochures and literature
- Directories
- Tone of voice, personality, branding

Digital channels

- Website – how to make it work harder
- Video and audio
- SEO

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