



Marketing Plan Implementation III

16 hours

TRAINING DESCRIPTION

Marketing Plan Implementation training is designed to follow on the strategy developed through Strategic Marketing Planning training. Based upon the results of that training, the instructor will prepare and deliver a comprehensive document detailing the outcomes of the strategy development initiative. This document will be utilized to guide your company through the implementation of the marketing strategy identified. Dedicated Instructors will be assigned to your company to provide direction to you through this implementation process.

TRAINING OBJECTIVE

This training will focus on the development of the ability of your company's management team to examine your existing marketing activities and analyze them for effectiveness; to utilize tools such as marketing automation platforms such as Hubspot, CRM platforms such as Zoho/Salesforce and digital sales outreach tools and tactics.

SKILL ATTAINMENT

Participants will be trained in a proprietary method for development of holistic marketing campaigns, leveraging multiple channels and tactics (Account Based Marketing, Marketing Automation, CRM platforms, and Sales Optimization) and in intensive reporting skills to help refine the initiatives the client will be trained on.

TRAINING CONTENT

Training provided by the Team will include

- Training for Account Based Marketing approaches
- Development of content for Account Based Marketing Campaigns
- Training for the tools and platforms needed to support Account Based Marketing Campaigns
- Training for Marketing Automation best practices
- Training for CRM best practices
- Training in inside sales best practices
- Training in sales outreach tools and best practices
- Training on how to build a modern sales engine

*The specific training subjects offered may vary based upon the results of Marketing Strategy training and development.