



Strategic Marketing Planning – 18hrs

Training Description:

Instructors will guide your company through a process of in-depth internal and external research to reveal a better understanding of your company's brand in the marketplace, related present marketing efforts, sales channels and target audiences. This training will then examine the results of the internal and external research, create a marketing asset review and marketing tactics focused on training the management team, and/or other in-house personnel to develop and execute a marketing strategy.

Training Objective:

This training will focus on developing the ability of your management team to have a better understanding of your present marketing efforts and the positioning of your company's brand in the marketplace. Participants will attain an understanding of the execution of a marketing strategy to strengthen new business.

Skill Attainment:

This training will provide the knowledge and skills necessary to create and deploy a marketing strategy that will strengthen marketplace awareness and drive new business.

Skills include:

- Understanding market research and conducting market audits
- Increased knowledge of and ability to examine possible marketing channels and tactics used to strengthen marketplace awareness
- Building online presence and relationships

Training Content:

Instructors will train the company in the how to's of conducting external market due diligence consisting of:

- Industry desired audience research
- Examination and review for effectiveness of the company's existing message, website, sales literature, print ads, emails, postcards, trade show activities and other existing marketing assets and tactics
- A deep-dive into all the possible marketing channels and tactics your company could leverage to strengthen marketplace awareness and to drive new business
- Instructors will work with your company's management and staff through an examination of the results of the internal and external research, marketing asset review and marketing tactics with a goal of training the management team to execute marketing strategy consisting of prospecting, growth, metrics and retention recommendations and the development of a robust Gantt chart detailing specified market tactics, roles and responsibilities and implementation guidelines.

Initiatives developed in the marketing strategy will include:

- How to conduct a marketing audit – to analyze and strengthen reporting, tracking and current marketing tactics
- How to Develop prospecting initiatives – including examination of the myriad of marketing avenues available, leveraging the power of online communities to build new relationships, development of
- email drip campaigns, building out webinar and paid research initiatives and utilizing Search Engine Optimization (SEO) to increase inbound traffic.