



## 306 – Marketing Strategy Development for Small Business

Onsite – 4 Days, 8 Hours/day – Optimum class size, 8 - 9 students

### Training Description:

Trainees will be shown how to develop a formal marketing plan to support new sales efforts, how to embrace the latest technology and open new marketing channels needed to achieve dramatic growth. This workshop is designed to help a senior management team understand the fundamentals of developing a comprehensive marketing plan primed for top-line growth.

### Training Objective:

The workshop will focus on 6 key sections of marketing plan development:

1. Market Research
2. Messaging and Positioning
3. Asset Development
4. Channels, Tools and Tactics
5. Analytics and Tracking
6. Implementation

### Skill Attainment:

The workshop will provide a formula for implement a marketing plan. Specific skills include:

- Market Research - the rigorous due diligence necessary to confidently assess and target new markets
- Messaging and positioning to strengthen points of difference and heighten customer engagement
- Core marketing assets development - website, messaging, pitch decks, social media properties, proposals and email templates can stand out so to attract and convert new business.
- Building a pipeline of qualified leads for a manufacturer's sales team
- Development of a marketing metrics dashboard consisting of standard and customized Key Performance Indicators (KPIs) to track and quantify the plan's marketing efforts results
- Best practices for implementation with practical software recommendations to ensure a smooth, actionable execution of the marketing plan

These skills are transferable within the company, industry and are highly desirable by any manufacturer.



## Training Agenda:

### Day 1 - Market Research, Messaging and Positioning

In order to build a successful, growth-centered marketing strategy, you must understand and evaluate every detail of your competitors, target market, and current company practice and status. Our Market Research module provides the rigorous due diligence necessary to confidently assess and target new markets for the next stage of growth.

- Presentation and review of Research, Messaging and Positioning Best Practices
- Audit of Companies using the frameworks provided

### Day 2 - Market Research, Messaging and Positioning Workshop Exercises

After uncovering a manufacturer's target audience(s), competitive threats, customer wants and needs, buying behavior and macro environment, we will help customize the appropriate messaging and positioning to strengthen points of difference and heighten customer engagement. This section is vital to ensuring the remaining sections of the plan meet their full potential. Without a crisp, targeted, and personalized message, a manufacturer will have a challenging time standing out with the marketing channels it selects to go to market.

- Exercise 1 – Describe your company and develop your company story.
- Exercise 2 - Who is your customer and why do they buy from you?
- Exercise 3 – What is your unique selling proposition to each customer segment and why should they care?

### Day 3 - Channels, Analytics/Tracking and Implementation

Once the necessary assets are identified and strengthened, we will deep dive into all of the possible marketing channels, tools tactics that a manufacturer could begin leveraging to strengthen awareness and drive new business. Examples of lead generating marketing channels we will explore in the workshop include; digital channels, social media channels, affiliate channels, offline channels, and partnership opportunities. Building a pipeline of qualified leads for a manufacturer's sales team will be the objective of this section of the plan.

- Presentation and review of Channels, Analytics and Implementation Best Practices
- Audit of Companies using the frameworks provided



#### **Day 4 - Channels, Analytics/Tracking and Implementation Workshop Exercises**

In this section of the workshop we will assist manufacturers with the development of a marketing metrics dashboard consisting of standard and customized Key Performance Indicators (KPIs) to track and quantify a plan's recommended marketing efforts. KPIs that will be reviewed include CTR, CPC, CPM, ROAS, Media Efficiency and other core metrics. In addition, we will help manufacturers build out their own dashboards unique to their business using Excel.

- Exercise 1 – Deep dive into the tactics your company should leverage
- Exercise 2 – Building out your own metrics dashboard for tracking and ROI
- Exercise 3 – Developing an implementation roll-out leveraging Gantt-chart software

When you have a strategy in place, it must be translated down the typical vertical hierarchy. The strategy should be translated into specific objectives and projects for each team and then further broken down into responsibilities for each employee. The final execution should then be consistently evaluated and measured. In this final section of the marketing plan, we will discuss best practices for implementation along with practical software recommendations to ensure a smooth, actionable execution of the constructed plan.