



Managing Marketing Communications for Business-to-Business

Learn How to Construct a Credible Marketing Communications Plan for a B2B Market

► Training Details

Training Course Overview

Are you wasting your money on ineffective marketing communications?

Most money spent on marketing communications is wasted, because it is not properly targeted, with a clear purpose for each person targeted, and because it is not integrated into a credible communications plan.

This course gives you the knowledge, tools and structure to manage communications effectively and create a realistic B2B marketing communications plan.

It will explain what information you need in order to construct the plan and show you how to create a marketing communications strategy that fits with your marketing strategy. This step by step approach will give you the understanding and mind-set to construct an integrated plan that is not just tactical but strategic.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Create B2B marketing communications plans
- Base your plan on clear principles and market evidence
- Persuade colleagues to adopt your plan
- Integrate your communications strategy and marketing strategy
- Communicate your brand consistently
- Use your communications budget effectively

Designed For

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- Marketing communications managers
- Marketing and segment managers
- Leaders who need to integrate marketing communications strategies
- Professionals who need to brief marketing communications
- Leaders who need to build a stronger brand
- Managers who want to increase sales and defend margins

► Training Course Outline

Amongst a wide range of valuable topics, the following will be prioritised:

- What is required for effective marketing communications?
- Structuring the marketing communications plan
- Understanding the internal and external factors that underpin the plan

- ▶ Setting communications objectives
- ▶ Defining the strategy and brand
- ▶ Understanding who to target and why?
- ▶ Creating the communications messages
- ▶ Integrating the marketing communications tools
- ▶ Briefing marketing communications
- ▶ Implementing, controlling and integrating the communications plan

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

Anderson
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

Web: www.anderson.ae

Email: info@anderson.ae

Phone: +971 4 365 8363

Fax: +971 4 360 4759

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