2 Days

Marketing Recovery

Planning Marketing Activities for when the Covid-19 Pandemic is Over

▶ Training Details

Online Training Course Overview

The global COVID-19 pandemic will come to an end. When it does will yours be among the first organisations to re-start marketing?

Now is the time to plan your first campaign for the post-pandemic world. Plan now and you will be a step ahead of your competitors.

This Anderson practical online training course takes a step-by-step approach to develop a marketing campaign you can start as soon as the world comes out of lockdown. We look at how to develop activities that deliver business objectives and appeal to key stakeholders, as well as how to coordinate activities using appropriate tools and techniques.

Delegates will leave with an outline marketing campaign tailored to their organisation and audiences, that they can develop in detail with their teams.

Online Training Course Objectives

By the end of this Anderson online training course you will be able to:

- Develop SMART objectives that measure outputs, outcomes and value delivered to your organisation
- Segment and prioritise key audiences then take them on a planned stakeholder journey
- Select communication channels audiences will pay attention to and trust
- Allocate communication responsibilities among team members with different capabilities
- Brief content creators to deliver a wide range of collateral on time and to the standards required

Designed for

This Anderson online training course is suitable for marketing practitioners and business leaders, and will greatly benefit managers and practitioners in:

- Advertising & direct marketing
- Digital & social media marketing
- PR & product publicity
- Media relations
- Community & VIP relations
- Public & government affairs
- Investor relations & financial PR
- Brand & reputation management
- Employee communications & HR

Learning Methods

This Anderson online training course will utilise a variety of proven online learning techniques to ensure maximum understanding, comprehension, and retention of the information presented.

Online Training Course Outline

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

- ▶ Clarifying purpose: identifying activities, outcomes and value to the organisation
- ▶ Understanding key audiences: how much do you know about them
- ▶ Conducting research: developing an in-depth understanding of how to influence your audiences
- ▶ SMARTS: creating specific objectives that you can measure
- ▶ Messaging: deciding the key things to communicate
- ▶ Balanced channels: selecting from amongst the wide range of marketing tools and communication channels to reach audiences
- ▶ Curating content: creating an unfolding story that connects with audiences
- ▶ Timescales: using scheduling tools to manage activities
- ▶ A-Z of production: ensuring you produce high-quality collateral and events on time and budget
- ▶ Reporting upwards: demonstrating activities achieve their objectives and deliver positive outcomes for your organisation

▶ Preview

First Session   : 11:00 – 12:30

1st Break   : 12:30 – 12:45

Second Session : 12:45 – 14:15

2nd Break   : 14:15 – 14:30

Third Session   : 14:30 – 16:00

▶ The Certificate

Anderson e-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