



## Developing & Implementing Strategic Marketing Plans

Gaining Deep Understanding of Customers and How to Serve Them

### ► Training Details

#### Online Training Course Overview

In this 5-day Anderson online training course, participants will develop the initial framework for a strategic marketing plan that knits marketing activities to the wider business needs of their organisation. It will be centered on customer needs and the marketplace realities their organisation faces.

They will return to their teams with an outline of strategic marketing plan tailored to their organisation that they can use to win support from key teams and executives across the business. They will also have the capabilities to turn their plan into practical activities that grow finances, market share and reputation.

#### Online Training Course Objectives

**At the end of this Anderson online training course, delegates will be able to:**

- ▶ Identify, collect and analyse external and internal business data to identify issues, key factors for success and distinctive capabilities
- ▶ Using the data, make assumptions and recommend which products and services their organisation should provide to existing and potential markets
- ▶ Identify, segment and prioritise existing and potential audiences based on business objectives
- ▶ Quantify marketing objectives for revenues, profits, sales volumes, market share and brand reputation
- ▶ Develop a portfolio matrix for the 4 P's – product, price, place, promotion – that will create the framework for marketing activities
- ▶ Select the best evaluation mechanisms for proving marketing activities are delivering business objectives

#### Designed for

**This advanced level professional Anderson online training course is for marketing practitioners and business leaders responsible for developing strategic marketing plans, including:**

- ▶ Chief Marketing Officers, Marketing Directors, Marketing Vice Presidents
- ▶ Heads Of Product Management, Product Development, Research & Analysis, Planning, Programmes & Campaigns, Public Relations, Brand Management, Public Affairs, Investor Relations, Financial PR, Advertising, Community Relations, Media Relations, Distribution, Monitoring & Evaluation
- ▶ Business Growth Directors, Customer Experience Directors, Sales Directors, Business Strategy Directors, Finance Directors, HR Directors
- ▶ Non-Executive Directors, Trustees, Board Members

### ► Training Details

## Day One: Introduction to Marketing Planning

- ▶ The core marketing concepts
- ▶ 4 P's of the marketing mix: product, price, promotion, place
- ▶ Useful frameworks for creating a marketing strategic plan
- ▶ Setting strategic marketing goals: linking to corporate vision, mission & business objectives

## Day Two: Situation Review - Analysing the Current Situation

- ▶ Different models for conducting a marketing audit
- ▶ Collating customer and product data
- ▶ Using a SWOT to identify key internal & external factors
- ▶ Making assumptions based on the SWOT analysis
- ▶ Determining demand for your products and services
- ▶ Agreeing expected results

## Day Three: Formulating Strategy

- ▶ The 4 competitive strategic positions
- ▶ Ansoff's Matrix: setting strategic marketing objectives
- ▶ Understanding what motivates audiences
- ▶ The market segmentation process
- ▶ Creating buyer personas for key market segments
- ▶ The marketing control process: forecasting, budgeting & monitoring

## Day Four: 4 P's - Executing Marketing Tactics

- ▶ Developing new products and services
- ▶ Managing the product life cycle
- ▶ Product mix decisions: families, lines and brands
- ▶ Pricing mix decisions: costs, demand, methods
- ▶ Promotion mix decisions: advertising, promotions, PR & selling
- ▶ Place mix decisions: push vs pull, channels length & type

## Day Five: Delivering the Marketing Strategy

- ▶ Co-opting a team representing key areas of the business to input to the strategy
- ▶ Running workshops to ensure the marketing strategy captures experiences and concerns of stakeholders
- ▶ Drafting the document: number of pages and their content
- ▶ Anticipating office politics: winning support up and down the organisation
- ▶ Action planning

### ▶ Preview

10:30 - 11:00	:	Welcome, Setup, Registration
<b>11:00 - 12:30</b>	:	<b>First Session</b>
12:30 - 12:45	:	Break (15 minutes)
<b>12:45 - 14:15</b>	:	<b>Second Session</b>
14:15 - 14:30	:	Break (15 minutes)
<b>14:30 - 16:00</b>	:	<b>Third Session</b>

### ▶ The Certificate

An Anderson e-Certificate will be provided to delegates who attend and complete the online training course

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

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

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

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

**Anderson**  
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

**Web:** [www.anderson.ae](http://www.anderson.ae)

**Email:** [info@anderson.ae](mailto:info@anderson.ae)

**Phone:** +971 4 365 8363

**Fax:** +971 4 360 4759

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