



Creating a Marketing Plan for Business-to-Business

Learn How to Construct a Credible Marketing Plan that will Enable You to Succeed in the Market

► Training Details

Online Training Course Overview

Most B2B markets are very competitive. Profit margins are being eroded and products are becoming increasingly commoditised. If you are in that situation and you want to increase your profit margins, win more customers, and become the preferred supplier to customers, you need to construct a clear marketing plan.

At present, everyone in your company probably has different ideas on how to win and keep customers. That is the cause of the problem. So you have to get everyone to adopt a consistent and integrated approach. You need a clear marketing plan that you and them can understand and follow.

Enroll in this Anderson online training course today and learn how to construct a marketing plan that works for your business.

Online Training Course Objectives

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

- Construct a written marketing plan
- Explain and justify a marketing strategy
- Set clear priorities of who to target and why
- Create an integrated marketing mix
- Specify and support clear value-propositions that justify higher prices
- Direct colleagues in sales, marketing communications, product management, and other departments to implement your plan
- Measure and control the plan

Designed For

This Anderson online training course is particularly valuable for those who wish to adopt a more structured, co-ordinated and consistent approach to marketing and selling their products. For example:

- Marketing directors
- Marketing managers
- Product managers
- Sector managers
- Marketing communications executives
- Sales directors
- Key account managers
- Sales and marketing support teams

Online Training Course Outline

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

- Understanding the structure of a marketing plan

- ▶ Practical steps to follow to construct the plan
- ▶ Designing the plan to align with the corporate strategy and brand
- ▶ Understanding how to construct the plan to achieve 'strategic fit'
- ▶ Defining the essential market, customer and competitor context that the plan is based on
- ▶ Defining and prioritising the scope of the market and the market key success factors
- ▶ Identifying internal limitations and capabilities that affect feasibility of the plan
- ▶ Prioritising, objectives, strategy, target groups and products
- ▶ Defining the marketing mix to apply
- ▶ Monitoring and controlling the plan
- ▶ Specifying and justifying a budget for the plan
- ▶ How to write the marketing plan
- ▶ How to persuade others to adopt the plan and contribute to it

▶ Preview

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

▶ The Certificate

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

▶ INFO & IN-HOUSE SOLUTION

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

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Email: info@anderson.ae

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

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