

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

MARKETING

Market Leadership & Marketing Strategies

Dominate Your Space in the 24/7/365 'Always On' World

SECTOR	AVAILABILITY	DELIVERY
Marketing	On request	Open or in-house

OVERVIEW

About this course

Developing marketing plans and strategies in today's fast-paced business environment has never been more challenging. Customers now use an ever-increasing range of interactive devices, platforms, and channels — from smartphones and tablets to social networks and search engines. To maintain market leadership, organisations have no choice but to innovate rapidly to stay ahead of the competition. However, building a culture of innovation does not come easily. This Seya Capital Market Leadership & Marketing Strategies training course is designed to give delegates a clear, in-depth understanding of the core marketing concepts, tools, and best practices used by market leaders.

This training course provides delegates with a deep dive into the methodology and marketing strategy needed to generate market growth and measurable results. A well-developed marketing strategy helps an organisation achieve its business goals and build a strong reputation for its products and services. To be of value, a comprehensive marketing strategy must be driven by market research and focused on the product mix in order to achieve maximum, long-term profitability. Delegates will leave this training course with the skills of market leaders — able to create, recommend, and execute marketing plans, programmes, and strategies that increase market share, drive profitable growth, and expand the organisation's products and services.

This training course will highlight skills to:

- Analyse customer research, market conditions, and competitor information

- Develop, plan, and implement marketing initiatives
- Evaluate and monitor the effectiveness of integrated marketing campaigns
- Effectively integrate social media marketing into a traditional marketing plan
- Use marketing to build customer loyalty and brand awareness

SCHEDULE

Dates, venues & fees

Dates and fees for this programme are available on request. It can be scheduled as open enrolment or delivered in-house for your team. Contact info@seyacapital.com.

OBJECTIVES

By the end of the course

By the end of this training course, you will learn to:

- Engage consumers on social media to expand brand awareness
- Evaluate market trends and recommend changes to marketing strategies
- Communicate with target audiences and manage customer relationships
- Integrate the best practices of market leaders
- Expand and develop marketing platforms
- Report on return on investment and key performance metrics

WHO SHOULD ATTEND

Designed for

This training course is for anyone who wishes to expand their expertise in marketing best practices, policies, and procedures. Delegates do not require any previous marketing experience to benefit from this training course. It is suitable for a wide range of professionals, and will greatly benefit:

Marketing professionals | Public relations practitioners | Marketing managers | Sales managers | Brand managers | Business owners

PROGRAMME

Course outline

Day 1: Marketing Communication Principles and Best Practices

- Keeping up with communication technology and innovation
- The power of non-verbal communication in the marketing process
- Strategies for marketing to different customer types
- Active listening and questioning skills to promote effective communication
- Techniques for giving and receiving constructive feedback

Day 2: Building Your Position as a Market Leader

- Developing strategic marketing objectives with SMART goals
- Identifying your target market with SWOT analysis
- Profiling and targeting potential customers through market research
- Benchmarking competitors' products, pricing, and marketing tactics
- Implementing the elements of the marketing mix
- Customer relationship management: creating the ultimate customer experience

Day 3: Key Elements of a Successful Marketing Strategy

- Market leader advantages and disadvantages
- Eastman Kodak: from market leader to bankruptcy
- The four stages of the product life cycle
- Customer lifecycle management: how to increase customer lifetime value
- Using customer service to increase sales and brand loyalty
- Developing an integrated marketing plan with the SOSTAC model

Day 4: Using Social Media Marketing to Increase Market Share

- Social media marketing advantages and disadvantages
- Creating a social media marketing strategy
- Social media marketing platforms
- Online brand reputation management
- How to measure social media effectiveness
- Social media best practices

Day 5: The Roles and Responsibilities of Successful Market Leaders

- Team building and employee empowerment
- The art of delegation and outsourcing
- Leading organisational change management
- Building a market leader organisational culture
- Establishing sales territories and KPI goals
- Developing a market leader action plan

METHODOLOGY

How you will learn

This training course encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

IMPACT

The return on learning

For your organisation

- A unified marketing strategy throughout the organisation
- Better market expansion, generating greater profitability
- Improved sales effectiveness for products and services
- A streamlined approach to social media marketing
- An increased number of repeat customer sales
- Greater brand awareness

For you

- Improved marketing acumen and effectiveness
- Enhanced face-to-face communication skills
- Greater self-confidence and capability to achieve results
- Increased opportunity for recognition and promotion
- Enhanced goal-setting ability
- Increased capacity to adopt new marketing technologies and best practices

CERTIFICATION

Seya Capital certificate

Upon successful completion of the classroom-based training course, a Seya Capital Certificate will be awarded to delegates.

Upon successful completion of the online training course, a Seya Capital Certificate will be awarded to all delegates. Guided Learning Hours are awarded in accordance with ISO 9001:2015.

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Register or enquire

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