

Marketing Basics

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.” Joe Chernov

Marketing is an essential element for every business. As the business operating environment changes; customer demand, changing customer needs, new technologies and increased competition, organisations are finding that they need to build or enhance their own marketing capability. The truth is, if you are not creatively marketing your business you will not grow, and if you do not grow you will not succeed.

Marketing has changed a lot and having a new perspective will give participants the much needed information to assist them in their marketing decisions. No matter what your product or service is, our Marketing Basics workshop will give you the ability to build and grow your business through better understanding of the 21st century marketing fundamentals.



Course Objectives and Content

KEY LEARNING OBJECTIVES

1. Gain insights into the fundamental marketing principles and components of the marketing mix.
2. Relate marketing principles to your specific area of responsibility.
3. Build confidence to use some marketing tools and techniques.
4. Recognise common marketing mistakes and how to avoid them.

WHO IS THIS FOR?

This course is suited for sales and/or marketing teams in any company and can be adapted across all levels.

COURSE CONTENT

1. What is marketing? Understanding customer needs, defining your product or service.
2. Common marketing types; direct marketing, active marketing, incoming and outgoing marketing, B2B marketing, B2C marketing etc.
3. The marketing mix; product, price, promotion, place.
4. Developing a marketing plan; the marketing audit, criteria of a good plan, market intelligence.
5. Performance monitoring; market research, data collection, benchmarking.
6. Communicating the right way; the marketing pitch, sell value not price, fun and entertaining is powerful, choosing the right media.
7. Customer communications; it's not about you, it's about them and every interaction counts.
8. Marketing goals; brand switching, repeat purchases, brand loyalty, inform and educate.
9. The marketing funnel; awareness, interest, desire, action.
10. Marketing mistakes; plans, USP, relationships, targeting and listening.

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