

Define and deploy your marketing strategy



MR-12 2 Days (14 Hours)

Description

The most delicate mission of marketing lies in making decisions that strongly commit the brand or company: choice of positioning and target markets, relevant integration of digital levers. This training in strategic marketing provides essential practical and methodological benchmarks.

Who is this training for ?

For whom

Director and marketing manager, product manager, brand manager, market manager.

Prerequisites

- Master the fundamentals of marketing.

Training objectives

- Acquire a complete and current vision of strategic marketing and its influence on the company.
- Integrate new digital practices.
- Appropriate decision support models.

Training program

En amont du présentiel

- A self-diagnosis.

Stratégie marketing : la démarche

- The keys to marketing strategy.
- The pillars of digital marketing.
- The challenges of customer experience.
- The impact of sustainable development and CSR.

Marketing stratégique : l'audit externe

- Data and analytics: new levers for customer listening.
- The market life cycle approach.
- Porter's 5 forces: identify competition.

La segmentation du marché

- The tree and segmentation criteria.
- Analysis of needs and behaviors.

Stratégies et modèles d'analyse

- Decision support models: BCG, Kinsey, ADL.
- SWOT.
- Strategic approaches: Ansoff, Porter, Kotler and Blue Ocean.
- The POEM.

Élaborer un positionnement

- Marketing that combines branding and performance.
- Differentiation strategies.
- The positioning approach.

Déployer la stratégie marketing

- Integrate the forces of digital marketing.
- Structure of a marketing plan.
- The digital marketing mix.

Après le présentiel, mise en œuvre en situation de travail

- An e-learning module "SWOT diagnosis" and a strengthening program: "One challenge per week for 7 weeks".