

## Operational marketing



MR-179 2 Days (14 Hours)

### Description

Resolutely focused on results and customers, this operational marketing training offers a complete approach to effectively build, implement and manage an omnichannel operational action plan, consistent with the marketing strategy.

By integrating new digital platforms, it proposes building an operational strategy based on characters and integrating the creation of relevant content.

In an omnichannel and phygital logic, it offers an overview of the different communication actions, specifying the objectives and specificities of each. to enable the implementation of appropriate action plans that meet your objectives. Management tools and dashboards also make it possible to measure the effectiveness of actions.

### Who is this training for ?

#### For whom

Operational marketing manager taking up position, operational marketing and communication project manager.

#### Prerequisites

- Aucun.

### Training objectives

- Alignment of marketing and operational strategy
- Implement an omnichannel and phygital operational marketing plan
- Manage and evaluate the performance of communications activities
- Optimization of commercial synergy

## Training program

### Intégrer les étapes clés de la démarche marketing opérationnel

- Align marketing and operational strategy.
- Establish a coherent omnichannel communication strategy: OMNICOM approach.
- Define communication objectives.
- Build and target your personas.
- Define your content strategy with ABM.

### Construire le plan marketing omnicanal

- The key stages of building the plan.
- The creative work plan and the brand platform.
- Using marketing automation to build omnichannel campaigns.

### Utiliser les actions opérationnelles omnicanales pertinentes

- Website and SEO (SEM, SEO, SEA).
- Media on and off line. (TV, radio, programmatic native display)
- RP on and off line (trade show, press kit, webinar, white paper).
- Direct on and off line marketing (emailing, newsletter, SMS).
- On and off line relational marketing (clubs, social networks).
- Brand advocacy and social selling.
- Influencer marketing.
- Ensuring the consistency of actions: the POEM model.

### Construire la synergie avec les commerciaux

- The marketing-sales-customer service synergy, the sales enablement approach.
- Develop appropriate sales pitches.
- Create marketing support materials. digital and dynamic sales.
- The commercial action plan.

### Piloter les actions et mesurer les résultats

- Evaluate the budget and resources necessary for implementation.
- Management tools.
- Build your dashboard and key indicators by actions.