

Succeed in your operational marketing with the right action levers



MR-174 3 Days (21 Hours)

Description

Approach trends and operational marketing plans in a fun way (4P matrix, SWOT). Know how to set up advertising and event communications campaigns. Creativity and direct marketing tools (mailing, SMS, mobile TV, couponing, Internet referencing, etc.). Development of arguments and choice of indicators.

Who is this training for ?

For whom

Marketing manager, product manager, market manager, operational manager.

Prerequisites

Aucune

Training objectives

- Build an operational marketing plan
- Develop a direct marketing campaign
- Distribute your communication in different media
- Write sales support materials
- Measure actions

Training program

Le champ d'action du marketing opérationnel

- Marketing trends: appropriate the notions of buzz, street marketing, viral, tribal marketing.
- The different plans: operational, strategic marketing, communication, commercial action plan .
- Exercise: Brainstorming and quizzes to immerse yourself in different concepts in a fun way.

Réussir le plan marketing opérationnel

- The stages of the operational marketing plan.
- Market analysis: competition, analysis tools.
- Strategy: segmentation, targeting, positioning.
- Define and implement the marketing mix (4P): product, price, place, promotion.
- Case study Construction of a SWOT (Strengths), Weaknesses, Opportunities, Threats and an operational marketing plan.

Les outils de communication et de promotion

- The key points of an advertising campaign: copy strategy, media planning, effectiveness criteria.
- Event communication: setting up a PR operation, street marketing.
- Exercise: Exercise: creativity in subgroups based on a copy strategy.

Le marketing direct

- Carry out a direct marketing campaign: mailing, fax, bus-mailing, couponing, ISA, asilage, newsletter.
- Exercise: Construction of a mailing operation for A to Z.

La communication électronique

- Internet: referencing in engines, affiliation, banners, e-mailing, e-newsletters, tracking.
- Telephony: SMS, MMS, 2G, 3G, video telephony, mobile TV, geolocation .

Travailler avec des prestataires externes en communication

- Select and evaluate service providers.
- Exercise: Writing a brief.

Les supports d'aide à la vente

- Sales pitches: the CAP-B method.
- Creating attractive messages.
- Exercise: Creating an argument then presenting it to the group with the objective of involving them.

Contrôler et mesurer les résultats

- Evaluate success: what indicators for what action and for what objective? Exercise: Fun MCQ to review and integrate all the concepts learned.