

the marketors



Workshop Overview

An important facet of any business plan is the marketing plan. Marketing planning includes finding, understanding and meeting the needs of the customer, as well as building awareness of the brand. It helps an organisation bring together its marketing audit, objectives, strategy, implementation and control which provides the necessary direction. The workshop provides a clear framework and helps delegates overcome the obstacles they face during the planning process and learn how marketing planning helps business achieve their goals.



Benefits

This clear step-by-step process to producing a sound marketing plan will benefit you in many ways. Applying the principles to a case study, you'll have practised conducting a marketing audit, generating alternative growth strategies and summarising your decisions in a strategy statement. You'll leave more confident in your ability to write effective marketing plans and ensure their implementation back in the workplace, leading to more satisfied customers and better bottom-line performance.

Outcomes & Content

- ✓ Defining of marketing
- ✓ Understand the marketing planning process
- ✓ Marketing audit
- ✓ SWOT & Objectives
- ✓ Segmentation, targeting, positioning
- ✓ The marketing mix 4ps & 7ps
- ✓ Strategy statements
- ✓ Implementation and control
- ✓ Action planning and review



Who should attend ?

This course is especially useful for managers having to prepare a marketing plan for the very first time or revisiting an existing plan..



ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

Languages



250

Trainers



180

Courses





RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



Global Reach

Flexible and diverse trainer pool



People Transformation

Behavioural change experts



Business Impact

Propelling people's performance



Bespoke Solutions

Made to measure learning.

OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart
Insights

The Marketing &
Leadership Academy
Aspire to Inspire

Circus Street™



WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
 - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
 - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
 - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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