

# the marketors





## Workshop Overview

This workshop outlines the communication tools and techniques available to marketers. Topics covered include marketing communications in context, current and future trends in marketing communication, the marketing communications mix, working with agencies including the briefing process. Managing the relationship between marketers and communications agencies and measuring the communications campaign.



## Benefits

Widen your knowledge and expertise in marketing communications and understand the full range of communication tools and channels available. Evaluate the way in which this dynamic field is changing through social media, mobile and digital platforms across the communications mix including advertising, PR, direct marketing, and sales promotion.

## Outcomes & Content

- ✓ Conduct a marketing communications audit
- ✓ Analyse the role of marketing communications
- ✓ Identify good practices and improvements
- ✓ Define the target audience needs
- ✓ Map the needs to communication messages
- ✓ Maximise third party relationships
- ✓ Assess key communication tools and techniques
- ✓ Digital tools and channels



## Who should attend ?

This workshop is ideal for those starting a new marketing role, or moving into marketing from another business function. The workshop is also suitable for those who have marketing communications responsibilities as part of a wider role.



## 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

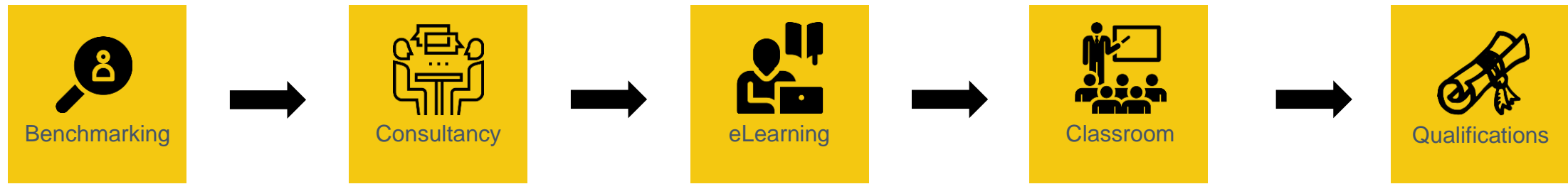


### Bespoke Solutions

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

CS 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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## CONTACT US



info@themarketors.com

+44 (0) 203 004 9638

415 Exmouth House | Pine Street | London

### Stay Connected

@themarketors 

@themarketors 

/themarketors 