

Marketing Strategies



Introduction

It has gotten harder and harder to spread the word about your goods, services, or information. A business must work hard to expand. You must have a workable idea first. The next step is to identify a lucrative niche, specify your target market, and have something worthwhile to offer them. Additionally, turning a profit and remaining afloat are practically difficult without the appropriate marketing tactics to support your growth.

Finding the best marketing tactics for your company is frequently compared to rocket science. How can you effectively reach the proper audience with your message? How can you convert your offer to promote awareness, raise sales, and maintain a profit? It is understandable that most people are ready to put in extra effort these days with everything competing for our attention, from social networking to search engine optimization, blogging, and pay-per-click advertising.

As such, knowing about effective marketing strategies is important for businesses to navigate market conditions while evaluating and reinforcing company's competitiveness.

Key Learning Outcomes

By the end of the course, participants should be able to:

- Understand the meaning and importance of strategic marketing and planning.
- Appreciate the need for understanding the marketing environment and analyze how the environmental factors impact the marketing practices and performance of organizations.
- Understanding the need and importance of creating value for customers.
- Gain insights into the impact of competition, how companies deal with competition and brand related concepts.

Duration

2 Days

Target Participants

Sales and Marketing Executives