

## Effective Marketing Skills – 2 Days



### Course Objectives

This course designed for delegates who are new to the field of marketing. You will be able to plan effective marketing strategies, understand sales language and identify the advertising medias that will be most appropriate for your product or service.

We will also explore market research and how to use this information to plan your strategy to get the best return on your investment.

If you are serious about developing your business then marketing strategy is the key to success.

### Prerequisites

There are no prerequisites for this course as it is suitable for those who are new to marketing or have had no previous formal training. This is also a great course for more experienced professionals who want a refresher.

### Exercises

This course is instructor led, involving the utilisation of examples and exercises in a workshop environment.

### Course Topics

- Introduction To Marketing Concepts
- Preparing a marketing plan
- The Marketing Model
- Choosing your Brand
- Effective Advertising
- Public relations
- Face to face marketing
- Brochures and publicity material
- Direct marketing
- Digital marketing and new media
- Idea Creation Techniques
  
- Market research
- Customer surveys
- Promotions
- The sales cycles (sale face to face or written)
- Selling benefits
- Basic rules of objection handling
- Negotiation
- How you communicate
- Effective Marketing Language
  
- Sourcing Leads
- Ongoing customer commitment
- What is the value of good service?
- Producers and deserters
- Seven steps to successful customer care