

Marketing

Duration: 1 Day

Overview of Marketing

- Selling vs. Marketing
- The Marketing Process
- Targeting Your Buyer
- Internet
- Channel Economics

Understanding Your Customers

- Meeting Needs
- Research
- Desk/Field Research
- Objectives
- Samples
- Analysis

Marketing Methods

- Telephone
- Face-to-Face
- Interviews
- Questionnaires
- Product Tests
- Consumer Panels
- Focus Groups

Developing a Marketing Strategy

- Corporate Time Horizons
- Vision and Mission
- Set-up Steps
- Analysis

Marketing Mix

- Bowman's Competitive Strategy
- Product
- Price
- Place
- Promotion
- Communication
- Customer Needs
- Convenience
- Cost

Marketing Plan

- Twelve Essential Components

Market-Led

- Branding
- Communication Channels
- Advertising

Tactics and Tips

- Internal Marketing
- Customer Perspective
- Customer Retention
- Profitability
- Planning