

Modules:-

MODULE 1: OVERVIEW OF MARKETING PLANNING

MODULE 2: PROVEN UNIVERSAL MARKETING MODELS NECESSARY FOR ALL BUSINESSES

MODULE 3: THE MARKETING PLAN

MODULE 4: CORE MARKETING STRATEGIES

MODULE 5: CHOOSING THE MARKET TO SERVE

MODULE 6: SETTING SMART OBJECTIVES

MODULE 7: DESIGNING CUSTOMER CENTRIC MARKETING ACTIVITIES

MODULE 8: LEAD GENERATION AUTOMATION AND CONTENT STRATEGY

MODULE 9: LEAD MAGNETS TO GENERATE LEADS

MODULE 10: WHY EMAIL MARKETING?

MODULE 11: AUTOMATION STRATEGY TO NURTURE CUSTOMERS

MODULE 12: USING AUTOMATION TO CONVERT MORE SALES

MODULE 13: DESIGNING CUSTOMER CENTRIC MARKETING

MODULE 14: TOOLS FOR MANAGING THE ENTIRE MARKETING FUNCTION

BEGINNING TO END, STEP-BY-STEP PRACTICAL MARKETING MANAGEMENT

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Objectives

- The importance of the marketing function in an organization
- The financial impact of marketing decisions
- The techniques to strategically improve your company's performance
- How to develop a solid marketing plan, step by step
- The various ways of collecting market intelligence and deciphering them
- Which are the key success factors for your company and build strategies around them
- How to make marketing mix (7Ps) decisions that are strategic and aligned with the marketing plan
- Manage the day-to-day marketing operations and reacting to market changes
- How to use content strategy to increase lead generation

These 2 days programme provide participants not just with head knowledge BUT the ability to champion from beginning to end, the marketing management specialization including growing sales through lead generation and using automation to nurturing leads to customers. The emphasis of this course will be on proven marketing models and tools, developing an actionable Marketing Plan and Lead Generation automation using content strategy. Experience how to use world class marketing models and tools to deliver sales results.