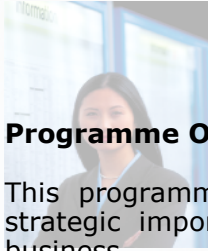


"Master-Classes" in Sales and Marketing Skills



INTEGRATED MARKETING

A Three-Day Programme

Programme Objectives

This programme focuses on selected marketing topics that are of particular strategic importance when developing an integrated marketing plan for your business.

It is designed to allow delegates time to consider and appreciate the importance of their individual contribution to an integrated marketing initiative and to begin the process of developing plans and objectives.

The specific objectives of this programme are to:

- Discuss marketing as a concept and analyse the tools available and their most appropriate uses.
- Expand current knowledge of integrated marketing communication and the implications on internal and external communications.
- Appreciate the necessity for a comprehensive co-ordinated planning framework.
- Review current situations and set promotional objectives.
- Clarify the benefits that the company offers and consider how these are best transmitted to a diverse marketplace.
- Review the marketing mix with emphasis upon branding concepts and their relevance.

Who is this programme for?

This Programme is for all those involved with the strategic planning, development and implementation of marketing plans.

Programme Contents

- . Introduction to Marketing Communication
 - . 5 marketing tools and their uses
 - . Selecting tools for b2b and b2c
- . Integrated Marketing Communication
 - . Interlinking corporate marketing and promotional strategy
 - . Blend of internal/external communications
 - . Network communications
- . Strategies and Planning
 - . Situational analysis
 - . Designing a vision statement
 - . Integrating push/pull/profile strategies
 - . The marketing communications planning framework (MCPF)
 - . Setting promotional objectives – what will be our focus?
- . Analysing Our "Product"
 - . What do we offer?
 - . Who is our target audience?
 - . SWOT analysis
 - . Why people "buy"
 - . Promoting the benefits
 - . ANSOFF and the Boston Grid

- . Brand Management
 - . Branding characteristics
 - . Benefits of branding
 - . Strategic role of branding
 - . Marketing communications and branding
 - . Brand building through advertising
- . Advertising
 - . Role of advertising
 - . 4 advertising frameworks
 - . AIDA
 - . Emotion in advertising
 - . Successful characteristics
- . Creating the Message
 - . Structure and order
 - . Presentation
 - . Using emotions and feelings
 - . Testing effectiveness
- . Public Relations
 - . What is PR? – definitions
 - . Difference between public and press relations
 - . Who is our public?
 - . Differences between PR and advertising
 - . How PR can enhance our image
- . How to use PR
 - . 8 steps to writing a press release
 - . 5 W's to make the story
 - . Types of release
 - . 6 point PR planning model
- . Direct Marketing
 - . The role of direct marketing
 - . Growth drivers
 - . Direct response media
- . On-Line Marketing Communications
 - . Web site characteristics
 - . Strengths and weaknesses
 - . Visitor behaviour
 - . on-line advertising and promotions
 - . E-mail
- . Promotions
 - . Objectives of promotions
 - . Loyalty and retention plans
 - . Exhibitions and trade shows
 - . The promotional mix
 - . Supporting the push/pull/profile strategies
- . Evaluating Marketing Communications
 - . Pre and post testing
 - . Readability tests
 - . Inquiry and recall tests

Note: This programme is highly interactive and practical. Considerable time will be given to personal and group exercises and cased studies.

