

Marketing Ninja: Maximising Profits and Increasing Sales

- Do you want to discover creative “ninja” marketing strategies that can maximise profits and boost sales?
- Are you curious about how to reach your customers’ hearts with messages that truly engage them?
- Would you like to learn innovative, high-impact techniques that give you a competitive edge in today’s crowded market?

Introduction

In a world where customers are bombarded daily with countless advertisements and campaigns, the real challenge is not just to be seen but to be remembered. Many marketers often ask themselves: *Will this strategy touch the customer’s heart? Will it create real engagement? Will it bring the highest return on investment?* These are the exact challenges this program is designed to address. Marketing Ninja offers participants a fresh and innovative approach to sales and marketing, equipping them with cost-effective, creative strategies that cut through the noise. By blending proven marketing fundamentals with out-of-the-box thinking, this workshop helps you design campaigns that resonate with your audience, drive loyalty, and generate measurable results. Participants will leave with a toolkit of “ninja moves” they can immediately apply to maximise profits, increase sales, and secure a sustainable advantage over competitors.

Program Objectives

This program aims to:

- Expose to participants with the latest marketing tools
- Nurture participants with the creative marketing mindset
- Help participant in planning and deliver effective, efficient and economical marketing strategies

Learning Outcomes

After completing this program, participants should be able to:

- Create effective marketing tools
- Plan impactful marketing activities

- Design an effective marketing strategy

Who should attend?

First-line management, middle management, senior management and anyone who wants to maximise profits and increase sales

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Preparation before the battle</p> <p>In this module, participants would learn the fundamentals of sales and marketing. Mindset preparation is important to ensure success of a marketing strategy.</p> <p>The Forgotten Marketing Scripts</p> <p>There are many strategies commonly apply when running a marketing plan. This is a revision session to bring participants to revisit some of the marketing strategies and tactics.</p>
10.30am-11.00am	<p>Morning Break</p>
11.00am-1.00pm	<p>How to Wow your Customers? Integration of strategies and Environment</p> <p>The participant is trained on how to evaluate business and market environment. From the market environment, the participant is trained how to apply strategies to optimise the impact of the environment on marketing strategy.</p>
1.00pm-2.00pm	<p>Lunch</p>
2.00pm-3.30pm	<p>Feeding and Fishing your Customers</p> <p>Customers need to be engaged from time to time. This module is designed to train the participant how to increase engagement with the customer to create customer loyalty among them.</p>

3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Use Tai Chi as your marketing tool Vs Traditional Marketing School</p> <p>Marketers must learn how to synergy with other organisation when designing marketing strategies. Different methods to work and synergy with a different organisation helps the organisation to grow and also help to enhance the effectiveness of the marketing strategy.</p>
Time	Day Two
9.00am- 10.30am	<p>Create Marketing Tools for Yourselfes</p> <p>Marketers need to be expert to convert marketing strategy to action. To kick start the action, marketing tools are needed. Participants are trained to construct creative and innovative marketing tools.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Why Worry? Take A Break</p> <p>Understanding consumer behaviour is important. In this module, the participant would learn how to optimise customer satisfaction and customer engagement in marketing activities. The participant would be exposed to method how to occupy customers even during their holiday</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Marketing through Social Responsibility</p> <p>Many organisations start to brand them to be socially responsible. In this module, the participant would learn how to brand themselves and help society. It is important to apply this concept especially when the consumers are more socially aware.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Marketing Digitization? What is it?</p> <p>Going online and digital platforms are a common marketplace for business. Marketers must learn tips on how to sustain in the digital world. Principle and tips of excellence in social media help business to sustain in the current era.</p>