

Secrets of the Marketing Masters

Having challenges to create customer loyalty?

Do you know the secret to create a sustainable customer relation strategy?

Introduction

In an era of consumer uncertainty and corporate insecurity, we are all marketers. Every businessperson plays a role in creating and keeping customers. And whether or not you have the Chief Marketing Officer title, you have to deal with the same ambiguity, complexity, and accountability. The good news is that you can learn from the examples—and even the mistakes—of others. The secrets of the marketing masters are within your grasp.

Program Objectives

This program aims to:

- Offer insight and practical advice, from how to gain the confidence of your colleagues on the senior team to how to win your customers' trust.
- Equip technique to set customer loyalty

Learning Outcomes

After completing this program, the participants should be able to:

- Create a marketing culture in the organisation
- Develop insights into customer and business needs
- Create branding strategies that create a sustainable culture.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Marketing executive, marketing personnel, senior management, and anyone who would like to deal with the customer in the business strategy.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	We are Different! In this module, the participants would learn how to run marketing like a professional service. In addition, the participants would know how to build a marketing culture in the organisation.

10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	We Love You: Our Customers In this module, the participants would know how to become known as the voice of the customer and how to share the results that matter-good and bad for the customers.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Addressing Beyond Customers Pain This module includes developing insight into people’s need and developing insights into businesses’ needs. By getting the gap right, both customers and the business would flourish.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Work it Out! In this hand-on module, participants need to turn insights into foresight and create customer listening post. The participants would need to convert the previous modules into the practical here!
Day Two	
Time	Topics
9:00am – 10:30am	Connect Emotionally It is essential to find your brand’s highest purpose and be true to your brand’s meaning. Then, you will be able to provide ultimate customer satisfaction to the customers.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	Creating Sustainable Customer Strategy In this module, the participants would learn how to create a positive “word of mouse” and cultivate positive word of mouth. Healthy customer culture is a sustainable marketing strategy.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Win People’s Trust Trust is fundamental to any business relationship. If there is no trust, the prospecting process would not be able to convert to sales.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Invest in Relationship

	<p>The module looks at the methodology to reward membership. The program creates must be unique but inclusive. The participants would also learn relationship management, relationship rehab, orchestration in enhancing customer relationship.</p>
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