

Counterintuitive Marketing: Reaching Customers

What is the source of the current plague of downsizing, disappearing companies, dot-com crashes, and here-today-gone-tomorrow advertising campaigns?
Why do more products flop than ever before?

Introduction

This workshop was designed after we trace the high rate of business failure back to lousy marketing strategy and the even worse implementation of that strategy. Excess testosterone compels senior managers to make decisions intuitively, instinctively, quickly, and, unfortunately, disastrously. This workshop draws from their decades of consumer and business-to-business marketing experience to describe the intuitive decision-making practices that permeate business today and demonstrate how these practices lead to disappointing performance. This workshop contrasts how marketing decisions are made today with how they should be made. The workshop gives equal treatment to targeting, positioning, product development, pricing, customer service, e-commerce, marketing planning, implementation, and more. They present counterintuitive ideas for building and introducing blockbuster marketing programs. Since common sense is already uncommon, have you mastered the skills to use uncommon sense to achieve great results?

Program Objectives

This program aims to:

- Provide skills and knowledge on how to apply intuitive marketing within the organisation
- Nurture participants with the strategy to implement an intuitive marketing program

Learning Outcomes

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

- Understand the revolution of the business world
- Adopt counterintuitive thinking to create a marketing strategy
- Use tools to evaluate the implementation of the intuitive marketing program

Methodology

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

Who Should Attend

Marketing personnel, Marketing Executives, Business Developers, Corporate Communication Executive, Senior Management, and anyone who would like to use uncommon senses into the business strategy.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Common Sense Marketing</p> <p>In this module, the participant would look at how the classical marketers conduct the marketing plan and implement the marketing strategy. Those ancient marketers had never joined any universities or attended any training, but they can run marketing activities well. The participants would investigate the “common sense” that the marketers have.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Back to Nature!</p> <p>The participants would learn the nature of human and consumer behaviour. Human biases and testosterone decision making are two main areas that would be discussed in this module.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Uncommon Sense that Sells</p> <p>The participants would learn how stunted brands and marketing visionaries play an important role in marketing in this module. Then, the workshop would reveal the secrets why intuitively appealing targets are rarely the most profitable.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Core Uncommon Sense Strategy</p> <p>In this module, the participants would discuss common marketing concepts such as positioning, direct marketing, and marketing campaigns in an uncommon sense. With this discussion, the participants would be able to think out of the box.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>The Crazy Marketing Strategy</p> <p>In this module, the participants would look at some “crazy” marketing strategy such as three scoops for a quarter is two too many; give all your customers a new car and others, and raise your prices. Then, the participants would need to create a crazy marketing strategy.</p>
10:30am– 11:00am	Tea Break and Networking

11:00am – 1:00pm	<p>Uncommon Sense Online Marketing Strategy</p> <p>In this module, the participants would learn how to apply behavioural economic concepts to an online marketing platform. Participants would be exposed to various uncommon marketing strategies in the online platform. The participants need to create the online marketing strategy with the uncommon concept at the end of this module.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Rock N Roll</p> <p>This module focuses on project implementation. The participants are trained to run the pilot strategy in the online platform before running on a wide scale. Evaluation is conducted to evaluate the effectiveness of the implementation.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Evaluating the Strategy</p> <p>If you can't measure, you can't manage. This module focuses on the measurement and evaluation of the program. The participants are trained on how to use a scorecard in the evaluation process. The participants will be reminded constantly of time to do it over never time to do it right.</p>