

Go to Market Strategies

Do you know strategic marketing skills improve organisation productivity?

Application strategic marketing with behavioural intelligence increase the visibility and reaching out of the marketing activities.

Introduction

Do you hear the word “marketing” daily, but aren’t sure what marketing is or why your business needs it? Do you know that marketing is vital to your company, product, or service, but aren’t sure where to start? Cover the concepts and tools you need to successfully develop a marketing strategy for a business, product or service. A go-to-market strategy is an action plan that specifies how a company will reach target customers and achieve competitive advantage. Begin by understanding consumers and the leading market research techniques, then learn how to correctly segment, target and position your product to achieve success. Continue by analysing the four critical areas in marketing, the famous four Ps of Product, Price, Promotion and Place. Finally, get the backing your ideas deserve and communicate the actions through a Marketing Plan.

Program Objectives & Learning Outcomes

After completing this program, participants should be able to:

- Provide an overview of market-driven strategy and business marketing strategies
- Understand and considers the market, segments, and customer value.
- Discuss designing market-driven strategies, especially in the energy retail setting.
- Apply strategic marketing as solution for energy retailer.

Who should attend?

Marketers, Sales Executives, Marketing Manager, Business Consultant, Company Secretary, Academician, Researchers, Entrepreneur as well as anyone who wish to acquire in-depth knowledge in communication marketing

Methodology

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

Program Outline

Time	Day One
9.00am– 10.30am	<p>Purpose and Corporate Positioning of Marketing</p> <p>This is the introductory module of strategic marketing. The participants would start to understand the concept of corporate positioning is an effort to influence consumer perception of a brand or product relative to the understanding of competing brands or products. The participants would occupy a clear, unique, and advantageous position in the consumer's mind.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Market Segmentation and Strategic Targeting</p> <p>In this module, participants would identify bases for segmentation and determine the important characteristics of each market segment. Then, in strategic targeting the participants would evaluate potential and commercial attractiveness of each segment. The participant would need to select one or more segments. Then, the participants would learn tips to develop details of product positioning for the retailing.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Brand Personality</p> <p>The participants would learn various elements in brand personality in this module. The participants would start to learn the ruggedness, sophistication, competence, excitement and sincerity in a branding exercise.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Designing Market-Driven Strategies</p> <p>The participants would have the hand-on practical knowledge to apply market-driven strategies. The participants would create market targeting and strategic positioning, the relationship strategies and planning for new products in this module.</p>