

# Market Leadership & Marketing Strategies Masterclass

Marketing, Sales, Customer Service  
Amman (Jordan)  
07 - 11 Sep 2025

UK Traininig

# PARTNER



## Market Leadership & Marketing Strategies Masterclass

**Ref:** 321383\_129742 **Date:** 07 - 11 Sep 2025 **Location:** Amman (Jordan) **Fees:** 3300 **Euro**

### Course Description

This intensive 5-day course equips marketing leaders with advanced strategies to dominate their markets and drive sustainable growth. Participants will learn cutting-edge techniques for market analysis, competitive positioning, and customer-centric innovation. The course combines theoretical frameworks with practical applications, enabling attendees to develop and implement powerful marketing strategies that create lasting competitive advantages.

### Learning Objectives

- Develop a comprehensive understanding of market dynamics and competitive landscapes
- Master advanced techniques for customer segmentation and targeting
- Create innovative positioning strategies to differentiate from competitors
- Design and implement integrated marketing campaigns across multiple channels
- Learn to leverage data analytics for strategic decision-making and performance optimization
- Develop leadership skills to drive marketing excellence within organizations

### Course Modules

#### Day 1: Foundations of Market Leadership

- Understanding market dynamics and competitive forces
- Analyzing industry trends and disruptive technologies
- Developing a market-driven organizational culture
- Assessing current market position and growth opportunities

#### Day 2: Advanced Customer Insights and Segmentation

- Leveraging big data for customer profiling
- Implementing psychographic and behavioral segmentation techniques
- Identifying high-value customer segments and personas
- Developing targeted value propositions

#### Day 3: Innovative Positioning and Brand Strategy

- Creating compelling brand narratives and positioning statements
- Differentiating through customer experience and emotional branding
- Developing thought leadership and content marketing strategies
- Managing brand portfolios and architecture

UK Training  
**PARTNER**



## Day 4: Integrated Marketing Campaigns and Channel Optimization

- Designing omnichannel marketing strategies
- Optimizing digital marketing and social media campaigns
- Leveraging influencer marketing and partnerships
- Implementing marketing automation and personalization techniques

## Day 5: Data-Driven Marketing and Performance Optimization

- Utilizing marketing analytics and dashboards
- Implementing agile marketing methodologies
- Optimizing marketing ROI and budget allocation
- Developing a culture of continuous improvement and innovation

## Practical Wins for Participants

- A comprehensive market leadership strategy tailored to their organization
- An advanced customer segmentation model and targeting plan
- A detailed integrated marketing campaign blueprint
- A customized marketing analytics dashboard for performance tracking

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

UK Training  
**PARTNER**

## Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training  
**PARTNER**



## Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



## Blackbird training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**



**LONDON TRAINING PROVIDER**



[www.blackbird-training.com](http://www.blackbird-training.com)



[training@blackbird-training.com](mailto:training@blackbird-training.com)



+44 7480 775526 / +44 7401 177335