

Market Leadership & Marketing Strategies

Marketing, Sales, Customer Service
Accra1 (Ghana)
14 - 18 Apr 2025

UK Traininig

PARTNER



Market Leadership & Marketing Strategies

Ref: 321383_134678 **Date:** 14 - 18 Apr 2025 **Location:** Accra1 (Ghana) **Fees:** 3300 **Euro**

Introduction

Developing marketing plans and strategies in today's fast-paced business environment is the most challenging it has ever been. There is an increasing choice of interactive devices, platforms, and channels that customers use ranging from smartphones and tablets to social networks and search engines. In order to maintain market leadership, organisations have no choice but to innovate rapidly to stay ahead of the competition. However, creating a culture of innovation doesn't come easily. This course is designed to give delegates a clear, in-depth understanding of core marketing concepts, tools, and best practices used by market leaders.

Course Objectives of Leadership Marketing Strategies

- Engage consumers on social media to expand brand awareness
- Evaluate market trends and recommend changes to market strategies
- Communicate with target audiences and manage customer relationships
- Integrate the best practices of market leaders
- Expand and develop marketing platforms
- Report on return on investment and key performance metrics

Leadership Marketing Strategies Course Outlines

Day 1

Marketing Communication Principles and Best Practices

- Keeping-up with Communication Technology and Innovation
- The Power of Non-verbal Communication in the Marketing Process
- Strategies for Marketing to Different Customer Types
- Active Listening and Questioning Skills to Promote Effective Communication
- Techniques for Giving and Receiving Constructive Feedback

Day 2

Building Your Position as a Market Leader

- Developing Strategic Marketing Objectives with SMART Goals

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

- Identifying your Target Market with SWOT Analysis
- Profiling and Targeting Potential Customers with Market Research
- Benchmarking your Competitors' Products, Pricing, and Marketing Tactics
- Implementing the Elements of the Marketing Mix
- Customer Relationship Management: Creating the Ultimate Customer Experience

Day 3

Key Elements of a Successful Marketing Strategy

- Market Leader Advantages and Disadvantages
- Eastman Kodak: From Market Leader to Bankruptcy
- The Four Stages of the Product Life Cycle
- Customer Lifecycle Management: How to Increase Customer Lifetime Value
- Utilizing Customer Service to Increase Sales and Brand Loyalty
- Developing an Integrated Marketing Plan with the SOSTAC Model

Day 4

Using Social Media Marketing to Increase Market Share

- Social Media Marketing Advantages and Disadvantages
- Creating a Social Media Marketing Strategy
- Social Media Marketing Platforms
- Online Brand Reputation Management
- How to Measure Social Media Effectiveness
- Social Media Best Practices

Day 5

The Roles and Responsibilities of Successful Market Leaders

- Team Building and Employee Empowerment
- The Art of Delegation and Outsourcing
- Leading Organisational Change Management
- Building a Market Leader Organisational Culture
- Establishing Sales Territories and KPI Goals
- Developing a Market Leader Action Plan

UK Training
PARTNER



Blackbird training cities

Accra1 (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

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 Traininig
PARTNER



Blackbird Training Category



Human Resources



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



UK Training
PARTNER



BLACKBIRD
FOR TRAINING

LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335