



Asia Masters Center

Strategic Marketing Planning



Strategic Marketing Planning

➔ Course Objective

- Develop a marketing strategy for your company to meet agreed marketing objectives
- Plan, budget and implement effective marketing initiatives
- Build trust, communicate effectively, and collaborate with other stakeholders
- Develop effective marketing communication programmes
- Conduct periodic analysis of marketing efforts, effectiveness and ROI
- Analyze market trends and recommend changes to marketing and business development strategies

➔ Target Audience

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners



Course Outline

DAY 1

- **Communication Strategies to Improve Marketing Effectiveness**
- Time-proven Marketing Principles and Persuasion Techniques
- Written Communication Best Practices
- Direct Marketing: Telephone and Email Marketing
- Public Speaking and Presentation Skills Development
- Interpreting Nonverbal Communication
- Aligning your Marketing Message to your Customer's "buying style"

DAY 2

- **Competitive Marketing Planning Best Practices**
- Tactical vs. Strategic Marketing Plans
- Customer Segmentation Analysis
- Brand Positioning and Strategic Marketing Planning
- Business Promotion and Event Planning
- Developing Marketing Key Performance Indicators
- Aligning your Marketing Mix Elements with Organisational Goals

DAY 3

- **Driving the Total Customer Marketing Experience**
- Identifying Internal and External Customer Expectations
- Customer Lifetime Value
- Going the Extra Mile to exceed Customer Expectations
- Designing a Customer-centric Digital Marketing Strategy
- Customer Feedback: Marketing to the voice of the Customer
- Customer Service Recovery Best Practices

DAY 4

- **Digital and Social Media Marketing Planning**
- Harnessing the Power of your Social Media Marketing Plan



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- Implementing Online Marketing Best Practices
- Initiating a Social Media Engagement Plan
- Search Engine Optimisation Strategies
- Facebook and Twitter Marketing Campaigns
- Online Reputation Management

DAY 5

- **Creating an Effective Business Marketing Plan**
- Utilizing SWOT to prepare a company's "situation analysis"
- Customer Profiling: Identifying your Target Audience
- Setting SMART Marketing Objectives
- Developing Marketing Communications and Tactics
- Establishing a Marketing Budget Plan
- Implementing the Marketing Plan throughout the Organisation
- The design of financial models for forecasting and decision-making

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**

The details of the bank account

Bank name: CIMB Bank Berhad

Account name: Asia Masters Center SDN. BHD

Bank account number: 80-0733590-5

Swift code: CIBBMYKL

IBAN: Null