



**Asia Masters Center**

## **Marketing Strategies for Market Analysis & Competitors**



## Financial analysis Modelling & forecasting

### ➔ Course Objective

- Use the gained knowledge for personal and professional growth
- Create, master and execute a successful and impactful marketing strategy
- Use customer, competitor, and market analyses to identify strategic opportunities
- Study the 4 Ps of the Marketing Mix and implications on marketing strategy
- Gain competency in competitive advantages through a customer-centric strategy
- Embed the best product marketing principles and get maximum return and outcome
- Optimize marketing costs and efforts via an improved targeted approach
- Identify and utilize the appropriate channels to achieve the highest results
- Understand analytics and explore the best metrics for knowing your market
- Boost your professional skills and get certified for career development
- Get ready for the present and upcoming changes in the marketing environment

### ➔ Target Audience

- Marketing Managers or Directors
- Sales Managers or Directors

- Sales Trainers
- Salespeople
- Brand Managers
- Public Relations (PR) Professionals
- Customer Service Professionals



## **Course Outline**

- Marketing in the Modern Business world and the 4 Ps of the Marketing Mix
- Current Trends, Challenges and Prospects in the Modern Marketing Landscape
- Customer Centricity in Marketing Strategy as the key element of Success
- Defining Specific, measurable, achievable and realistic Marketing Objectives
- Day to day application of Marketing in the current Professional Environment
- Consumer Data Analysis – how to Identify your correct Target Customers
- Competitive Analysis – how to find out everything about your Competitors
- Direct, Active, Inbound, Outbound, Guerrilla, Promotional and other Strategies
- B2B & B2C Marketing – the main differences in Strategies and Techniques
- Digital Marketing channels and the most Useful Facts on how to succeed with them
- Market Segmentation, Targeting, Positioning and Key Aspects of the Marketing Mix

- Steps in Market Segmentation, Targeting and Positioning under the 4 Ps
- Optimizing your Target Market and Exploring the Marketing Funnel
- Marketing Strategy and Identifying short-term and long-term Marketing Goals
- Development of a Marketing Plan, its Implementation and Budgeting the Costs
- Common Marketing Faults and best International Praxis to effectively Avoid them
- Marketing Cost Optimization and increase in ROI – the available Digital Tools
- Looking into the Future of Marketing – AI, Social Engagement & Client in Focus
- 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**