Marketing & Sales · MS108

Marketing Strategies & Markets Managing

Amsterdam · 28 Dec 2026 - 1 Jan 2027

Date	Venue	Duration
28 Dec 2026 - 1 Jan 2027	**Amsterdam**	**1 Week**
Fee	Ref	Language
£5,150 GBP	**MS108**	**English**

Introduction

Creating marketing plans and methods in today's fast-paced business environment is more difficult than ever. Customers use an increasing number of interactive devices, platforms, and channels, ranging from smartphones and tablets to social networks and search engines. To maintain market leadership, organisations must innovate quickly in order to stay ahead of the competition. Creating an innovative culture, on the other hand, is not easy. This course is designed to provide delegates with a clear, in-depth understanding of core marketing concepts, tools, and best practices used by industry leaders.

This course dives deep into the methodology and marketing strategy that will generate market growth and measurable results for delegates. A well-planned marketing strategy will help you achieve your business objectives and establish a solid reputation for your products and services. A comprehensive marketing strategy must be driven by marketing research and specialise in the merchandise mix in order to achieve maximum, long-term profitability. Delegates will leave this training course with market leader skills to create, recommend, and implement marketing plans, programmes, and methods that lead to increased market share, profitable growth, and product and service expansion for the organisation.

This course highlight skills to:

- Analyse customer research, market conditions, and competitor information
- Develop, plan and implement marketing initiatives
- Evaluate and monitor the effectiveness of integrated marketing campaigns
- Effectively integrate social media marketing into a traditional marketing plan
- Utilise marketing to create customer loyalty and brand awareness

Course Objectives of Marketing Strategies & Markets Managing

At the top of this course, you'll learn to:

- 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 simplest practices of market leaders
- Expand and develop marketing platforms
- Report on return on investment and key performance metrics

Course Methodology of Marketing Strategies & Markets Managing

This course encourages delegate participation through a mixture of lectures, conferences, practical exercises, case studies, video clips, and breakout sessions designed to strengthen new skills.

Organisational Impact of Marketing Strategies & Markets Managing

Major Benefits to the organisation include:

- Unified marketing strategy throughout the organisation
- Better market expansion generating more profitability
- Improved sales effectiveness for products and services
- Streamlined approach to social media marketing
- Increased number of repeat customer sales
- Greater brand awareness

Personal Impact of Marketing Strategies & Markets Managing

Participants will gain the subsequent significant benefits:

- Improved marketing acumen and effectiveness
- Enhanced face-to-face communication skills
- Greater self-confidence and capability to realise results
- Increased opportunity for recognition and promotion
- Enhanced goal-setting ability
- Increased capacity to adopt new marketing technologies and best practices

Target Audience of Marketing Strategies & Markets Managing

This course is for anyone who desires to expand their expertise in marketing best practices, policies, and procedures. Delegates don't require any previous marketing experience to profit from this course.

This training course is suitable to a good range of execs, but will greatly benefit:

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

Course Outlines of Marketing Strategies & Markets Managing

DAY 1

Marketing Communication Principles and Best Practices

- Keeping up with Communication Technology and Innovation
- The Power of Non-verbal Communication within the Marketing Process
- Strategies for Marketing to Different Customer Types
- Active Listening and Questioning Skills to market 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
- Identifying your Target Market with SWOT Analysis
- Profiling and Targeting Potential Customers with marketing research
- Benchmarking your Competitors' Products, Pricing, and Marketing Tactics
- Implementing the weather of the Marketing Mix
- Customer Relationship Management: Creating the last word Customer Experience

DAY 3

Key Elements of a Successful Marketing Strategy

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

DAY 4

Using Social Media Marketing to extend Market Share

- Social Media Marketing Advantages and drawbacks
- Creating a Social Media Marketing Strategy
- Social Media Marketing Platforms
- Online Brand Reputation Management
- How to live 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

Register or ask about this course online

https://www.hplustraining.com/cities/amsterdam/marketing-strategies-markets-managing-71333

training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14