

# **INNOVATIVE MARKETING WORKSHOP**

Copyright Reserved © NEDC 049664909

## **SYPNOSIS**

Large Company can invest in a full scale advertising campaign to dominate a large market segment. They continue to outspend, outpromote & out staff to attain those lofty ambitious. SMEs must keep a far keener eye on the bottom line than do the giant firms. Thus, the Innovative Marketing Strategy is developed, known and put into practice. By learning these strategies, then living by them, you're 50% of the way toward a successful marketing campaign.

## **OBJECTIVES**

- Double your sales through customer confidence & satisfaction.
- Maximise company revenue
- Save cost, time & energy
- Give you an advantage over competitors who have ceased marketing.

## **METHODOLOGY**

- Interactive Lectures - Participants Presentations - Group Discussions
- Case Studies / Audio Visual - Feedback - Role Play/Simulations

## **PARTICIPANTS**

Marketing Managers, Sales ,Business professionals or anyone who carry the major marketing responsibility & who want to improve their marketing skills.

## **DURATION**

3 days ( 8.30 am – 5.00 pm)

## **COURSE CONTENT**

- Management – Economic Turmoil VS Opportunities/ / Time Mgt / Energy Mgt / How To Overcome The Giants/ Outsourcing
- Marketing – Traditional VS Innovative Marketing / Strategy Of Having 500 Salesman / Direct Mail / Free Publicity / Media TV / Media Cetak / Classified Ads / Cross Selling / Up selling/
- Product – Unique Selling Proposition / Secrets of Guinness Record Holder / Unleash Genius in You / Test : How To Solve Customer Problem / Highlighting Product Benefits & Advantages / Celebrity Endorsement / Testimonial
- Finance– Marketing Budget/Product Margin / IRR / Growth Rate / Pricing Strategy/ Incentives

## **AT COURSE COMPLETION**

After completing this course, participants will be able to

- Solve customer problem & establish life time customer
- Maximize marketing tools with minimum marketing cost.
- Double your sales through double no of customer, frequency & reduce"attrition rate".
- To create 52 week marketing plan & test the effectiveness of the strategy every week.

## **MODULE : DOUBLE YOUR SALES THROUGH :**

### **DAY 1 :**

- Module 1 : Entrepreneurial Marketing ; Crisis Vs Solution
- Module 2 : Secrets Of Developing An Innovative Marketing System
- Module 3 : Personal Letters- Inexpensive But Most Effective
- Module 4 : Telemarketing – Dialing For Dollars

### **DAY 2 :**

- Module 5 : Trade Shows, Exhibits & Fairs : Making A Public Spectacle
- Module 6 : Classified Advertising Hints : Making Small Beautiful
- Module 7 : Direct Mail – Pinpointing Prospects With Amazing Accuracy

### **DAY 3 :**

- Module 8 : Television – Double Your Sales Through Free Publicity
- Module 9 : Association – Getting The Endorsement By Being Members
- Module 10:Newspaper & Magazine – How To Use Them With Genius

## **CASE STUDIES**

- Branding – One Customer at A Time / Bird Flu Marketing – Word of Mouth

## **MARKETING TOOLS**

Customer Database / Direct Mail / Evaluation Form / Telemarketing / Clippings / 52 Weeks Contact / Referral Program / Best CS Staff & Tags