

eMarketing & eCRM

Marketing Principles

Course Objectives

The course covers the basic concepts of marketing. It will provide the participants with knowledge of the fundamentals of marketing, and the ability to apply these principles to their own organizations. Participants will learn how to identify their market, address customers' needs and learn more about the importance of product, place, pricing and promotion.

Duration: 5 Days

Prerequisites:

Participants should have a fundamental knowledge of business operations, and the Internet.

Who Would Benefit:

Junior management participants at the beginning of their careers or middle management whose work involves interfacing with marketing and who require a greater understanding of the subject. It is also suitable for people new to a marketing role and who wish to learn the basics.

Course Content

- Definition of marketing
- The four P's of marketing
- Product life cycle
- Product development and market research
- Customer profiles
- Identifying target markets
- Psychological appeals
- Packaging
- Pricing
- Promotion
- Marketing careers
- International marketing

Introduction to CRM

Course Objectives

Customer care is vital to any successful organization. Implementing CRM into any organization demands planning, strategy, organizational and HR frameworks, processes and technology. This course will take you through the entire CRM process ensuring you return to work ready to implement effective CRM in your organization. This course sets out to provide the delegates with the skills necessary to maintain and develop business after the sale has been made. Practical exercises and role-plays will be used whenever possible to increase confidence and to ensure that techniques can be easily applied back in the work environment.

Duration: 5 Days

Prerequisites:

Participants should have a fundamental knowledge of business operations, and the Internet

Who Would Benefit:

All client-facing members of an organization, managers and senior managers from all departments looking to improve customer service systems and relations and increase the value of their customer base.

Course Content

- Becoming a customer-centric organization
- Developing and applying a winning CRM strategy
- Capturing, managing and exploiting market and customer information
- Creating differentiation and added value through CRM
- Optimizing one-to-one relationships with your best customers
- Delivering customer service through CRM
- Harnessing technology to build and enhance relationships

eMarketing

Course Objectives

This course helps learners to understand the different approaches taken towards eMarketing and the various components of an eMarketing plan. A series of strategies are also provided to assist course participants when implementing a Web presence as part of their marketing mix

Duration: 5 Days

Prerequisites:

"Marketing Principles" course

Who Would Benefit:

Professionals who want to create and promote an online marketing strategy

Course Content

- Introduction to the Internet
- Introduction to eMarketing
- Managing an eMarketing Project
- Effective site configuration
- Email Marketing & email Campaigns
- Online Advertising & Measuring Effectiveness
- Viral Marketing
- Affiliate Marketing
- Online Market Research
- eCommerce

eCRM

Course Objectives

The course is designed to equip the participants with a global and recent perspective towards:

- Explain the central role of customers in achieving global competitiveness and marketing effectiveness.
- Understand the principles and implications of customers' profiles and behaviors to modern marketing practice.
- Envisage the role of customer retention and market orientation in building marketing strategy and effective CRM systems.
- Demonstrate the fundamental and best practices of CRM as a framework for describing, predicting and manipulating customers' actions.
- Highlight the vital role of information technology and eBusiness paradigms in managing and enacting CRM systems in modern organizations.

The course will include workshops where each participant will be trained on defining and profiling the customer of his products and/or services. The course will also include the study of real cases on CRM in the banking and in consumer-products sectors.

Duration: 5 Days

Prerequisites:

Participants should have a fundamental knowledge of business operations, and the Internet

Who Would Benefit:

This course is targeted to the small business owner, manager, or equivalent who wishes to conduct eCommerce transactions via the Internet. Participants enrolling in this course should understand basic eCommerce and Internet concepts, and have an idea of what products and/or services they wish to sell.

Course Content

- CRM the organization, the vendor, and the customer
- CRM components & integration with the IS
- CRM market place : Organs of CRM, Market drivers, CRM models
- Customer must come first : Customer/ organization gap, Customer loyalty, Technology areas, Sales force automation, control management, Opportunity management, mobile call, IVR/VCSR, Complaints management

Marketing Management

Course Objectives

This intensive course will equip you with the skills, tools and techniques to successfully manage the marketing function and advance your knowledge and career in marketing.

Duration: 3 Day

Prerequisites:

"Marketing Principles" course or equivalent knowledge

Who Would Benefit:

Recently appointed marketing managers looking to build on their marketing skills

Course Content

- Looking at the big picture and how marketing can position you for improved market share and competitive advantage
- Exercising key marketing tools and techniques in your marketing planning and strategies
- Applying your new skills in planning, forecasting and budgeting
- Developing alternative pricing strategies
- Understanding your products life cycle
- Practicing identifying and solving marketing problems

Brand Marketing

Course Objectives

The course examines the critical effect of 'the brand' in shaping a framework for marketing strategies and agency or supplier briefing.

Duration: 3 Days

Prerequisites:

"Marketing Principles" course or equivalent knowledge

Who Would Benefit:

Middle to senior management interfacing with marketing functions and require knowledge and understanding of the power of brand strength, and how to achieve it.

Course Content

- What is a brand?
- Why is brand strength important?
- A look at blue chip brand success
- Discovering your brand
- Brand values and the benefits of clarity
- Corporate enrolment - the process of co-invention
- Developing brand-meaning for everyone in the company
- Using your brand to create faultless briefing documents
- The path to effective implementation - focus and consistency over time

Developing Successful Marketing Strategies

Course Objectives

This course will give you the strategic skills, tools and techniques to confidently develop your own marketing strategies. Success in marketing strategy emphasizes your importance in the organization, increases revenue for the organization and positions your place on the career ladder.

Duration: 3 Days

Prerequisites:

"Marketing Principles" course or equivalent knowledge

Who Would Benefit:

Senior level marketing managers responsible for formulating and implementing successful marketing strategies

Course Content

- Using a structured framework to formulate your marketing strategies
- Linking your business planning and marketing strategies to your company's overall business strategy
- Searching for new opportunities and initiatives to improve market share
- Improving your knowledge and practice of competitor market research
- Utilizing key tools, diagnostics and processes for developing and implementing your own marketing strategy
- Increasing your confidence and competence as a marketing strategist

