



International Training
Center Paris

TRAINING SCHEDULE

Phone: +33 6 59 26 89 09

E-mail: Info@itcparis.com

Address: 78, Avenue des Champs-Élysées, 75008 Paris

MARKETING COMMUNICATIONS

ADVANCED

Overview:

Marketing Communications Advanced training is designed to provide participants with an in-depth understanding of advanced marketing communication strategies, tactics, and techniques. The training builds on the foundational knowledge gained in Marketing Communications Basics training and delves deeper into topics such as digital marketing, content marketing, brand management, and crisis communication.

Objectives of Marketing Communications Advanced training may include:

- Understanding the latest trends and best practices in marketing communications: Participants will gain an understanding of the latest trends and best practices in marketing communications, including the latest technologies, channels, and tactics used to reach and engage target audiences.
- Advanced Audience Analysis: Participants will learn how to conduct more advanced audience analysis and segmentation, and develop communication strategies that are more targeted and effective.
- Advanced Messaging and Content Strategy: Participants will learn how to develop more sophisticated messaging and content strategies that resonate with target audiences and communicate key brand attributes, benefits, and differentiators.
- Digital Marketing: Participants will learn how to develop and execute advanced digital marketing strategies, including search engine optimization (SEO), search engine marketing (SEM), social media advertising, and email marketing.
- Content Marketing: Participants will learn how to develop and execute content marketing strategies that create and distribute valuable, relevant, and consistent content to attract and retain target audiences and drive profitable customer action.
- Brand Management: Participants will learn how to manage and protect their brand reputation, including developing a brand positioning strategy, creating brand guidelines, and handling brand crises.

- **Crisis Communication:** Participants will learn how to develop and execute crisis communication strategies that effectively address and mitigate potential crises that could impact their organization's reputation and bottom line.

Overall, the objective of Marketing Communications Advanced training is to provide participants with an in-depth understanding of advanced marketing communication principles and techniques, as well as practical skills for developing and implementing advanced communication strategies that drive business growth and success.

This training program is designed to provide participants with an advanced understanding of marketing communications principles and techniques, covering key areas such as advanced audience analysis, messaging and content strategy, digital marketing, content marketing, brand management, crisis communication, advanced public relations strategies, advanced advertising strategies, integrated marketing communications, and measurement. It also includes hands-on project work to reinforce learning and encourage practical application of concepts. By the end of this training, participants should have the skills and knowledge needed to develop and implement advanced marketing communication strategies that drive business growth and success.

Targeted Groups:

- Marketing communication managers
- Public relations specialists
- Content marketing strategists
- Small business owners new to social media marketing
- Professionals transitioning to social media roles

Planning:

Day 1: Advanced Audience Analysis

- Advanced audience analysis techniques
- Persona development and targeting
- Segmentation strategies

Day 2: Advanced Messaging and Content Strategy

- Advanced messaging development
- Developing a content strategy that resonates with your audience
- Developing a content calendar

Day 3: Digital Marketing Strategy

- Search engine optimization (SEO) and search engine marketing (SEM)
- Advanced social media advertising techniques
- Email marketing strategies

Day 4: Content Marketing

- Developing a content marketing strategy
- Creating valuable content for your audience
- Measuring content marketing effectiveness

Day 5: Brand Management

- Brand positioning and brand guidelines
- Protecting your brand reputation
- Brand measurement and evaluation

Day 6: Crisis Communication Planning

- Developing a crisis communication plan
- Managing and mitigating potential crises
- Best practices for handling crises

Day 7: Advanced Public Relations Strategies

- Advanced PR strategies and techniques
- Building and maintaining media relationships
- Crisis communication in public relations

Day 8: Advanced Advertising Strategies

- Advanced advertising strategies and techniques
- Effective media planning and buying
- Measuring advertising effectiveness

Day 9: Integrated Marketing Communications

- Developing an integrated marketing communications plan
- Aligning all communication channels
- Measuring integrated marketing communications effectiveness

Day 10: Final Project and Review

- Working on a final project applying all the learned concepts
- Presenting and receiving feedback from the instructor and peers
- Review and recap of the training program