



International Training  
Center Paris

# TRAINING SCHEDULE

**Phone: +33 6 59 26 89 09**

**E-mail: [Info@itcparis.com](mailto:Info@itcparis.com)**

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

# MARKETING STRATEGY ADVANCED

## Overview:

Marketing Strategy Advanced training is designed to provide participants with an in-depth understanding of the principles and techniques of advanced marketing strategy. The training aims to help participants develop highly effective marketing strategies that achieve their business goals and objectives.

**The primary objectives of a marketing strategy advanced training program include:**

- **Advanced Market and Competitive Analysis:** The training will provide participants with advanced techniques for conducting market and competitive analysis. Participants will learn how to use data analytics, customer segmentation, and other advanced research methods to identify market trends, understand customer needs, and gain a competitive advantage.
- **Strategic Planning and Execution:** The training will cover advanced strategic planning and execution techniques, including developing long-term marketing plans, setting ambitious goals, and executing complex marketing campaigns.
- **Advanced Marketing Tactics:** The training will provide participants with advanced techniques for executing marketing campaigns, including email marketing, social media, content marketing, and paid advertising. Participants will learn how to use advanced targeting and personalization techniques to reach their target audience effectively.
- **Brand Strategy and Management:** The training will cover advanced brand strategy and management techniques, including developing a brand architecture, managing brand equity, and building brand loyalty.
- **Advanced Marketing Analytics:** The training will cover advanced marketing analytics techniques, including using data analytics, machine learning, and artificial intelligence to optimize marketing campaigns and measure success.
- **Global Marketing Strategies:** The training will cover advanced global marketing strategies, including developing marketing plans for global audiences, understanding cultural differences, and navigating international marketing regulations.

Overall, the marketing strategy advanced training program aims to equip participants with the skills, knowledge, and tools to develop highly effective marketing strategies that achieve their business goals and objectives. The training covers advanced market and competitive analysis techniques, strategic planning and execution, advanced marketing tactics, brand strategy and management, advanced marketing analytics, and global marketing strategies. Participants will leave the training with the ability to develop and execute highly effective marketing strategies that deliver results.

## Targeted Groups:

- Marketing managers
- Brand strategists
- Product managers
- Professionals responsible for long-term marketing planning
- Individuals seeking to align marketing with overall business goals

## Planning:

### Day 1: Market Analysis and Segmentation

- Advanced market research techniques
- Advanced customer segmentation methods
- Identifying emerging market trends

### Day 2: Competitive Analysis and Differentiation

- Advanced competitive analysis techniques
- Developing a unique value proposition
- Building a competitive advantage

### Day 3: Strategic Planning and Execution

- Developing a long-term marketing plan
- Setting ambitious marketing goals
- Executing complex marketing campaigns

#### **Day 4: Advanced Marketing Tactics**

- Advanced email marketing techniques
- Advanced social media marketing techniques
- Advanced content marketing techniques
- Advanced paid advertising techniques

#### **Day 5: Brand Strategy and Management**

- Developing a brand architecture
- Managing brand equity
- Building brand loyalty

#### **Day 6: Advanced Marketing Analytics**

- Advanced data analytics techniques
- Machine learning and artificial intelligence in marketing
- Marketing automation tools and techniques

#### **Day 7: Global Marketing Strategies**

- Developing global marketing plans
- Understanding cultural differences
- Navigating international marketing regulations

#### **Day 8: Emerging Marketing Trends**

- Identifying and analyzing emerging marketing trends
- Incorporating new marketing technologies and platforms
- Building an agile marketing strategy

#### **Day 9: Marketing Team Management**

- Leading a marketing team
- Managing team dynamics and productivity
- Performance measurement and feedback

## Day 10: Marketing Strategy Implementation and Optimization

- Developing a marketing implementation plan
- Measuring marketing effectiveness and ROI
- Iterative optimization and continuous improvement