



International Training  
Center Paris

# TRAINING SCHEDULE

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# MARKETING STRATEGY BASICS

## Overview:

Marketing strategy basics training is designed to provide participants with a solid foundation in the principles and techniques of marketing strategy. The training aims to help participants understand how to develop effective marketing strategies to reach their target audience and achieve their business objectives.

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

- **Understanding the Marketing Strategy Fundamentals:** The training will cover the basic concepts of marketing strategy, including market analysis, competitive analysis, target audience identification, and product positioning. Participants will gain an in-depth understanding of how these concepts can be used to develop effective marketing strategies.
- **Developing a Marketing Plan:** The training will provide participants with the tools and techniques to develop a comprehensive marketing plan, including defining objectives, identifying target audiences, developing messaging, and creating a budget.
- **Understanding Marketing Channels:** The training will cover various marketing channels such as email marketing, social media, content marketing, and paid advertising. Participants will learn how to identify the most effective marketing channels to reach their target audience.
- **Building a Brand:** The training will provide participants with an understanding of how to build a brand that resonates with their target audience. Participants will learn how to develop a brand identity, create messaging that reflects the brand, and build brand equity.
- **Measuring Marketing Success:** The training will cover various measurement techniques to determine the success of marketing campaigns. Participants will learn how to measure marketing ROI, track key performance indicators, and use data to optimize marketing strategies.
- **Creating Effective Marketing Messages:** The training will provide participants with the tools and techniques to create compelling marketing messages that resonate with their

target audience. Participants will learn how to craft messaging that addresses the needs and pain points of their target audience.

Overall, the marketing strategy basics training program aims to equip participants with the skills, knowledge, and tools to develop effective marketing strategies that achieve their business objectives. The training provides a solid foundation in the principles of marketing strategy, covering everything from market analysis and brand building to measuring marketing success and creating effective messaging.

## Targeted Groups:

- Junior marketing coordinators
- Sales representatives interested in marketing strategies
- Small business owners seeking strategic insights
- Entry-level marketers
- Professionals new to marketing planning

## Planning:

### Day 1: Understanding Marketing Strategy Fundamentals

- Introduction to marketing strategy
- Market analysis and segmentation
- Competitive analysis
- Target audience identification
- Product positioning

### Day 2: Developing a Marketing Plan

- Defining marketing objectives
- Developing a marketing mix (product, price, promotion, and place)
- Creating a marketing budget
- Identifying key performance indicators (KPIs)

### **Day 3: Marketing Channels and Tactics**

- Overview of marketing channels (e.g., email, social media, content, paid advertising)
- Identifying the most effective channels to reach target audiences
- Developing a content marketing strategy
- Building and executing email marketing campaigns

### **Day 4: Building a Brand**

- Brand identity development
- Creating messaging that reflects the brand
- Building brand equity through consistent messaging and visuals
- Branding measurement and reporting

### **Day 5: Measuring Marketing Success**

- Overview of marketing metrics and KPIs
- Setting marketing goals and objectives
- Analyzing marketing data to measure ROI and effectiveness
- Reporting on marketing performance and making data-driven decisions