



*Training Course:
Marketing Hands-on Masterclass*

*26 - 30 May 2025
Lisbon*

Training Course: Marketing Hands-on Masterclass

Training Course code: SM12361 From: 26 - 30 May 2025 Venue: Lisbon - Training Course Fees: 5750 € Euro

Introduction

A marketing plan clarifies the key marketing elements of a business and maps out directions, objectives, and activities for the business and its employees. This course tackles several aspects of a company's marketing and promotion plan such as the marketing mix the 4Ps, the evaluation of marketing opportunities, researching, analyzing and identifying target markets, and developing a strategic position for the company in order to implement the strategy. The course covers everything from the preparation and implementation of the marketing plan to measuring and evaluating the results of the organizational marketing efforts.

Course Methodology of Marketing Hands-on Masterclass

The course employs a variety of case studies and exercises aimed at enhancing the right set of skills needed to develop and monitor the implementation of a strategic marketing plan. Group presentations and short debriefs related to different strategic marketing planning topics will also be integral parts of the course.

Course Objectives of Marketing Hands-on Masterclass

By the end of the course, participants will be able to:

- Apply a logical step-by-step process to produce a sound marketing plan
- Devise a marketing plan that builds on marketing audit findings
- Use marketing audit findings to identify effective strategies and tactics
- Develop the components of the strategic marketing plan
- Identify and implement the different marketing warfare strategies offensive, defensive and flanking

Target Audience of Marketing Hands-on Masterclass

General managers, marketing managers, product, and sales managers will find excellent value in attending. Market researchers, planning managers, and other practicing managers associated with the development of marketing plans, will also significantly benefit from the course.

Target Competencies of Marketing Hands-on Masterclass

- Micro and macro analysis
- Setting the marketing mix
- Devising 'SMART' goals

- Blue ocean strategies
- Managing business portfolio
- Producing a Boston Consulting Group matrix
- Structuring a marketing plan

Course Outlines of Marketing Hands-on Masterclass

Day 1:

Digital marketing: overview and scope

- Digital marketing versus traditional marketing
- B2B and B2C most ideal platforms:
 - Facebook
 - Twitter
 - LinkedIn
 - Business blogging
- Auditing your website
- The seven-step digital marketing plan
- Organizing your digital marketing calendar

Day 2:

Search engine optimization

- SEO-definition
- 21 SEO tips that digital marketers need to know

Google AdWords

- Setting up Google AdWords campaigns content structuring
- Finding and selecting the right keywords
- Campaign setup procedure
- Organizing Ad groups

- Optimizing landing pages
- Bid management
- Analytics - measure and fine-tune

Day 3:

Google Analytics

- Understanding dashboard - audience | advertising | traffic source | content | conversions
- Taking decisions based on Analytics reporting
- Defining business goals and objectives
- Measuring tools and methods
- Measuring your site's ROI
- Introduction to goal conversion - tracking the conversions
- Tracking social media traffic - advanced segmentation
- Tracking phone calls with Google Analytics
- Integrating your Google AdWords campaigns into Google Analytics

Day 4& 5:

Social media marketing: full engagement campaigns

- Overview and some brief statistics
- Social media marketing strategy
 - Setting up social media goals
 - Be selective
 - Find out where your targeted people connect
 - Popular social media networks
 - Facebook graph search - SEO for Facebook

- Knowing your audience
 - Setting up Facebook Ads for your targeted demographics and their interests
 - Setting up LinkedIn Ads for your targeted industry and prospects
 - Google Alerts - monitoring your brands, competitions, and industry trends
 - Hashtags - best practices and tools
- Inbound Marketing - overview and methodology
 - Self-hosted blogging - tips and tools
 - Lead generation
 - Ideas for content marketing
- Implementing social media - engaging your audience
 - Tips to write social media updates
 - Automating social media updates using Buffer
 - Creating and editing amazing photos for your social media update without knowing graphic designing/Photoshop
 - Scheduling your social media updates
 - Social media plugins to be incorporated with your website
- Measuring success
 - Using Google Analytics to track performance
 - Bounce rate, time spent on site and conversions
 - Tracking offline conversions

Registration form on the Training Course: Marketing Hands-on Masterclass

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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