

# € TRAINING

The Strategic Marketing Plan



26 - 30 May 2025  
Amsterdam (Netherlands)



# The Strategic Marketing Plan

REF: ST361 DATE: 26 - 30 May 2025 Venue: Amsterdam (Netherlands) - Fee: 5565 Euro

## Introduction:

This training program is designed to guide participants through the process of crafting comprehensive marketing strategies that align with business goals. It covers the essentials of strategic analysis, target market identification, and the integration of digital and traditional marketing tactics to create cohesive and impactful marketing plans.

## Program Objectives:

By the end of this program, participants will be able to:

- Conduct thorough market and competitive analyses to inform strategic decisions.
- Clearly define target audience segments and understand their needs and behaviors.
- Develop measurable objectives that align with business goals.
- Integrate various marketing channels and tactics into a cohesive strategy.
- Evaluate and refine marketing strategies based on performance metrics.

## Targeted Audience:

- Marketing managers and directors.
- Business strategists and planners.
- Entrepreneurs and small business owners.
- Professionals involved in corporate marketing decisions.
- Personnel tasked with developing or overseeing marketing strategies.

## Program Outline:

### Unit 1:

#### Foundations of Strategic Marketing Planning:

- Overview of strategic marketing planning and its importance.
- Key components of a strategic marketing plan.
- Conducting situation analysis: SWOT and PESTEL frameworks.

- Setting strategic marketing goals and objectives.
- Aligning marketing strategies with corporate strategy.

## Unit 2:

### Target Market Analysis and Segmentation:

- Techniques for identifying and segmenting target markets.
- Utilizing market research to gather insights about potential customers.
- Creating detailed customer profiles and personas.
- Selecting target markets based on strategic fit and potential for growth.
- Tailoring marketing messages and tactics to chosen segments.

## Unit 3:

### Marketing Mix and Tactical Planning:

- Developing the 4 Ps: Product, Price, Place, Promotion strategies.
- Crafting compelling value propositions.
- Planning and allocating budget across marketing mix elements.
- Designing integrated marketing campaigns that leverage multiple channels.
- Incorporating digital marketing strategies, including SEO, PPC, and social media.

## Unit 4:

### Implementation and Management of Marketing Plans:

- Strategies for effective implementation of marketing plans.
- Using project management tools and techniques to oversee marketing activities.
- Importance of Engaging and coordinating with cross-functional teams.
- Methods of Managing external agencies and vendor relationships.
- Ensuring compliance and ethical considerations in marketing activities.

## Unit 5:

## Monitoring, Evaluation, and Optimization:

- Establishing KPIs and performance metrics for marketing activities.
- Techniques for tracking, analyzing, and reporting marketing results.
- Utilizing analytics to gain insights and drive decision-making.
- Continuous improvement strategies for marketing plans.
- Preparing for and responding to dynamic market conditions.