



SECTION 2

"Value-CONNECT" Marketing Programmes that Focus on Branding, Media and Digital Actions

- o Customer Centred Branding and Brand Strategies Programme, (B.2.B. brands).
- o Customer Centred Branding and Life Cycle Management Programme, (B.2.C. brands).
- o The Public Relations Programme.
- o The Digital Marketing Programme.

CUSTOMER CENTRED BRANDING AND BRAND STRATEGIES PROGRAMME (B.2.B BRANDS)

What Is Customer Centred Branding ?

Have you ever wondered why most of the profitable brands come from customer centred organisations? One may say that this can be a unique way to transform your business. This is because customer centred branding allows organisations to focus on what the customer wants, rather than forcing on them the company products. A good definition to be considered for the above is as follows: “It is the defined path for how people gain and retain customers”. In other words, in order for a company to be truly customer centred, they must take customer interactions with the brand and inject them into everything they do.

Why Customer Centred Branding ?

There are many who believe that customer centred organisations are the key to a sustainable future. In such a dynamic marketplace, the organisations which follow customer centred branding strategies will retain customers and grow relationships with them by delivering on-target solutions. In this context, they will be satisfying their customers' expectations constantly. In addition, one may say that organisations which tend to follow a customer centred branding strategy are able to understand their own brand and deliver it consistently to their customers by value-connecting with them, with their needs and with their expectations.



Who Should Attend ?

This programme is designed for brand and marketing managers who would like to maximize their branding approach and practice. Brand managers, product managers, group brand managers, category managers and marketing managers are typical profiles to attend this programme.

Duration












This 3 day programme is available only as an in-company, customised solution. Therefore, we will be available to discuss your requirements beforehand and will then customise the workshop accordingly.



How We Do It

What Is In It For You ?

The programme will focus on different aspects of how managers can enrich their knowledge and understanding of how branding may offer customer value, and build brand identity for their products. Furthermore they will be able to improve skills in the following:

-  What is branding and what is it all about?
-  Why branding is important in such a busy and crowded business environment full of various offers and brands.
-  Getting exposed to and being aware of the branding as a topic from a conceptual and practical perspective.
-  Getting to know and understand the role of branding in creating customer value and enhancing customer loyalty.
-  Appreciating the role of branding in creating value for products by building better practice in this area.
-  Knowing how to examine and assess the composition of brand architecture.
-  The how of brand building process: steps and process to follow in order to build a brand identity and brand personality.
-  Defining brand values and establishing brand strategy.
-  What are the various elements of a brand?
-  The branding communication criteria, how to develop a strong, effective and successful brand message and communication tools.
-  The dilemma of managing brands globally versus locally: the GLOBAL branding!

Module 1: Value of Brands:

What is a brand?
Why branding?
What value-branding brings to your product?

The top 10 international brands;
why are they successful?

Branding and market capitalisation.

Live cases from global brands and their evolution through the years.

Module 2: Brand Building Process:

Framework of brand building process.
The 7 steps of the brand building process.

What are the strategic aspects of branding and brand building?

Developing the market insight:

- o Market segmentation and understanding your customer's needs.
- o Assessing external environment and competitive insight mining.
- o Screening the competitive branding strategies and options.

Decision on your brand essence:
o Brand positioning: what is it?

And how to reach best value proposition (Positioning exercise and examples from real live brands).

o Brand personality: what is it?

How to build a strong, memorable and valuable brand personality (personality exercises and examples from real live brands).

Enhancing the brand lifecycle management and brand sustainability strategies.

Brand elements and creation of unique, relevant, ownable and campaignable brand elements.

Module 3: Brand Communication and Implementing Brand Value:

Brand communication challenges: the criteria of successful brand communication.

Dealing with marketing communication agencies effective processes for dealing with your agency.

The 5 hallmarks of effective brand building.

Obstacles for internal brand building within your organisation.

Module 4: Creating Global Brands:

Successful global brands. Examples from global markets.

How to enhance the global brand image while at the same time keeping the local touch.

Various levels of branding:

- o Corporate branding.
- o Portfolio branding.
- o Product branding.

Brand harmonisation:
Global customers and building global brands.

CUSTOMER CENTRED BRANDING AND LIFE CYCLE MANAGEMENT PROGRAMME (B.2.C. BRANDS)

What Is Customer Centred Branding And Life Cycle Management ?

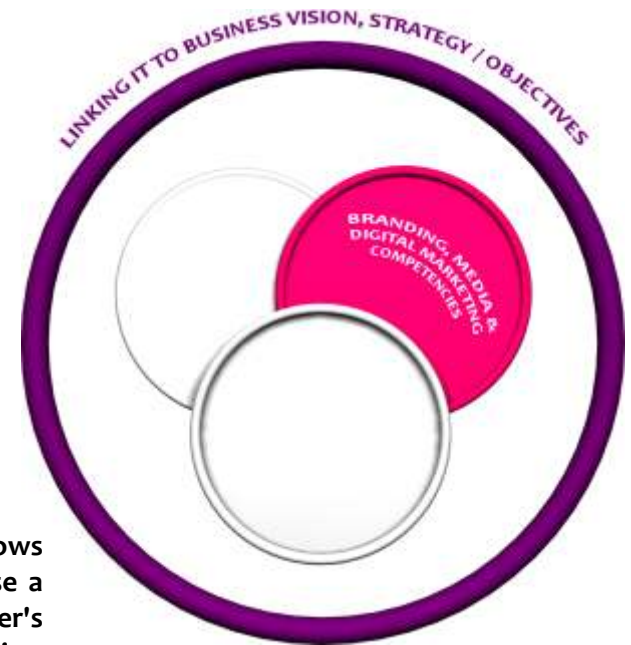
To put it simply, customer centred branding is all about understanding your brand's value and how to deliver consistently to customers in combination with the knowledge that can be gained regarding the product's life cycle. Organisations that are customer centred are mostly keen to know in depth what their customers' expectations and needs are, and to exceed them by aligning their organisation's structure with the goal of improving customer experience.

Why Customer Centred Branding And Life Cycle Management ?

It is argued that customer centred branding and life cycle management set a combination that allows the organisation's management to best position and segment the organisation and to utilise a number of resources in order to retain profitability through an understanding of the customer's needs and the alignment of these resources with the organisation's objectives and strategies. Furthermore, by managing the lifecycle of the product, managers may find that this will allow them to gain valuable insight into their customers' state of mind plus the purchasing decisions which will also be of interest. Therefore, one can say that this is of crucial importance, especially to managers as this will allow them to share insight and knowledge with their customers and as a result, expand their relationship in preparation for future interactions with them.

Who Should Attend ?

This programme is designed for any brand or product manager who has / manages and / or interacts with, consumer brands and the FMCG sector.



Duration

This 5 days programme is available only as an in-company, customised solution. Therefore, we will be available to discuss your requirements beforehand and will then customise the workshop accordingly.












How We Do It

What Is In It For You ?

The programme will focus on how to read and interpret the product marketing plans and how to contribute to the successful implementation of an optimal marketing mix.

The purpose is to ultimately create and deploy branding campaigns that deliver the customer value and enhance the differentiation of your brand in the mind of the target group.

By attending this programme, participants will be able to develop new skills in:

-  Understanding the fundamental link between brand planning and action plan execution.
-  Understand the steps and processes for building a brand in the consumer business.
-  Be able to understand the core components of a brand strategy (positioning and target markets).
-  Be able to create a powerful and memorable brand personality.
-  Be able to create a campaignable and sustainable brand element that evolves throughout the brand life cycle.
-  Learn the basics of brand communication in a crowded consumer markets.
-  Generate useful tools for budgeting those resources necessary for brand plan execution.
-  Be able to optimally use allocated budgets and resources for a variety of tactical activities.
-  Selection of the media mix and dealing with the media and market research agencies.

Module 1: Challenges and Opportunities of Branding in Consumer Markets:

- Why branding in consumer markets is a must?
- What is branding in consumer markets all about?
- The changing nature of consumers and how this impact your brand performance in consumer markets.
- The framework of brand building in the consumer markets.
- Live cases for global consumer brands.

Module 2: Understanding the Nature of Multi-Channel and B.2.C. Markets:

- The impact of information about customers & consumers and how it impacts the consumer branding efforts.
- Analysing and scanning the market environment in consumer markets.
- Understanding consumer needs in multi-channel markets.
- Customer behaviour analysis: turning consumer data into insight.

Module 3: Branding Strategy in the B.2.C. Sector:

- Finding the gap in the consumer unmet needs in consumer markets.
- Linking the brand strategy to the consumer unmet needs.
- Brand essence & strategy:
 - o Market segmentation in the B.2.C. sector.
 - o Targeting the mutually attractive and profitable consumer segment/s.
 - o Creating and developing a sustainable and differentiated consumer-centred brand essence:

Basics of brand positioning.
(what does it do for consumers?)

Basics of brand personality building. (how does it make consumers feel?)

Module 4: Branding Elements in the Consumer Markets:

- Various branding elements defined!
- Examples of global consumer brands elements.
- Basis of branding elements selection and development.

Process and steps to develop a differentiated branding elements mix.

Module 5: Building a Hands-On Brand Action Plan:

- Key components of an effective promotional campaign in the B.2.C. sector.
- Role of branding in enhancing your promotional efforts.
- Choosing your marketing actions to influence target consumers.
- Advertising as a key tool in multi-channel markets.
- Choosing, working with and managing the advertising agency.

Module 6: Promotional Campaigns Budgeting and Control:

- Evaluation of your current promotional campaign effectiveness and budget allocation.
- Developing cost-effective media plans.
- Forecasting your promotional budget.

THE PUBLIC RELATIONS PROGRAMME

What Is It All About ?

The basic definition of public relations is to shape and maintain the image of a company, organisation or individual in the eyes of the client's various "publics". Nowadays, public relations professionals do a lot more than most people really think they do. More than ever, these people are considered to be the public face of the client, organising community outreach programmes or representing any relationships of potential investors for the organisation. These people are the way organisations, companies and individuals communicate with the target audience directly or indirectly, with the aim of creating and maintaining a positive image and creating strong relationships with the customers.

Why Is It Important ?

Public relations are actually based on the idea that people act according to their perceptions of facts. In this regard, by managing, controlling or influencing people's perceptions, managers in the public relations sector move towards the initiation of a sequence of behaviours which will eventually lead to the overall achievement of an organisation's objectives. With this in mind, the importance of public relations is more than obvious now as it develops an opportunity for organisations to create the fundamental building blocks of reputation, the establishment of mutual dwelling places for stakeholder dialogue and support from influential opinion formers.

Who Should Attend ?

This programme is recommended for public relations managers, media handling specialists, marketing and brand managers, product managers, product specialists and other individuals who are exposed to brand communications and marketing such as PR, advertising and market research. Potential marketing executives and medical managers are also advised to attend.

Duration

This is a 2 day programme and it is available only as an in-company, customised solution. Therefore, we will be available to discuss your requirements beforehand and will then customise the workshop accordingly.












How We Do It

What Is In It For You ?

This programme focuses on the development of public relations professionals or anyone in general that will be at any point building or retaining relationships with an audience or with stakeholders. It is a unique opportunity to familiarise yourself with the fundamentals of public relations and to be introduced to a number of good public relations practices. Furthermore and most importantly, you will experience how to communicate clearly with the media and you will be able to positively influence people through words in regards to your product or service.

Participants attending this programme will benefit from the following:

-  What is PR and why it's an important part of the marketing & brand communication mix?
-  Establishing a clear understanding of the key concepts involved in managing and developing PR communications and reputation.
-  How PR is evolving into a more marketing-led "reputation management".
-  How to develop a consistent, multi-stakeholders value driven approach which is aligned with brand strategy.
-  Selection of different types of media to build public relations.
-  Addressing the public through various types of PR tools.
-  Setting the scene and ice-breaking while dealing with and addressing people through public media.

Module 1: Evolution of Marketing Communications (Challenges and Opportunities):

What is PR and how does it fit into brand management?

The different target audiences of PR: understanding the landscape of your customers and stakeholders.

The public media landscape and credibility in the public view.

Marketing planning and communication process revisited.

Branding and public relations.

PR as part of your organisation and brand marketing tools.

PR and its role in the different phases of the brand's lifecycle.

Module 2: Public and Professional Relations Structure:

Public relations structure.

Media monitoring, spokespersons, media training and media listing.

Key opinion leaders.

Press conference and releases.

And finally the PR agency.

Module 3: Planning the PR Campaign:

PR communication objectives and strategy.

PR communication messages.

Target customers.

PR activity planning.

Issue management (crisis management).

Module 4: Public Relations Tools and Techniques:

The press kit and press releases.

Visual materials and media footage.

THE DIGITAL MARKETING PROGRAMME

What Do We Mean With The Term Social Media Marketing (SMM) ?

Social media marketing refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a social networking site that allows for sharing updates, photos, joining events and a variety of other activities. LinkedIn is a social networking website for people in professional occupations. YouTube is a video-sharing website.

Why Are They Important ?

Using social media for marketing can enable businesses to further their reach to more customers. Your customers are interacting with brands through social media, so having a strong social media presence on the web is the key to tap into their interest. If implemented correctly, marketing with social media can bring remarkable success to your business. Social media can also help to build links which in turn support SEO efforts. Many people also perform searches at social media sites to find social media content.

Who Should Attend ?

The programme is designed for business owners, decision-makers, entrepreneurs and marketing professionals who are looking to gain a better understanding of social media marketing. Managers and officers from the departments of marketing, sales and customer service are also advised to attend.

Duration

This is a 3 day programme is available only as an in-company, customised solution. Therefore, we will be available to discuss your requirements beforehand and will then customise the workshop accordingly.





How We Do It

What Is In It For You ?

This programme will enrich you with understanding of the social media landscape and dynamics of integrating it into your marketing approach. You will additionally learn the trend of digital marketing and online marketing strategies and approaches. Ultimately, developing contents, applying digital marketing programmes and measuring its effectiveness will be your takeaway after attending this programme as explained in the following points:

-  Gain a better understanding of how to use Social Media Marketing (SMM) for both business and personal use.
-  Discover how to use SMM to build awareness, increase visibility and engage in conversations.
-  Learn from case studies and real-time demonstrations.
-  Learn how to develop a social media marketing strategy and tactics.
-  Explore various SMM tools including Facebook, Twitter, LinkedIn, and YouTube.
-  Using rich media in digital marketing strategy: Blogs, videos, images and audio.
-  Become familiar with tools that manage Social Media e.g. Buffer, Edgerank, etc.
-  Plan, create and execute targeted digital marketing programmes.
-  How to measure the impact of digital marketing programmes.

Module 1: Understanding Social Media Marketing. What are the Zero Moments of Truth:

Before reaching a decision, customers collect information from multiple sources.
Which social media are good for business purposes?

Where do customers spend most of their time?
o Facebook.
o LinkedIn.
o Twitter.
o You Tube.
o Blog.

How do we integrate them with the company's webpage?

Explain each media in detail.

Provide examples of how they can be used to attract fans.

Module 2: Trends in the Digital World. Present Statistics and Real Life Stories to Show the Trends:

o Trends: today and future.
o Social media is all about humans.
o What percentage of people trust advertising today?
o What do people trust more?

Module 3: The Power has Shifted to Consumers Today:

o What do people share on social networks?
o How do we handle positive comments?
o How do we manage negative comments?

Module 4: Content Management:

What content do users expect on each platform?
Why it's not wise to post the same content on all media?

o Facebook.
o LinkedIn.
o Twitter.
o You Tube.
o Blog.

Module 5: Content Sources - Feeding the Social Media:

o What is the UGC (User Generated Content)?
o What is generic content? How do we generate it?
o Content from other sources: what are the best sources for a consultancy and training firm?
o How often shall we post?

o Posting policy for users in the company's page.

Module 6: Managing the Social Media Tools Which Support the Social Media Manager:

o Buffer.
o Edgerank.

Module 7: Managing the Social Media from Mobile:

Mobile applications for all major social media platforms.

Sharing content using a smart phone or tablet.

Module 8: Measuring Social Media Marketing. How can we Measure the Success of our Digital Efforts:

Fans / Likes / Comments / Engagement.

How do we turn fans into leads?