

## PROGRAMME FRAMEWORK

### Who should attend?

A must for small or large marketing & sales teams or entrepreneurs. The material is appropriate for anyone at any level in a marketing team (new or experienced), whether managing a large or small campaign.

**Duration:** 1-day

**Date:**

**Time:**

**Venue:**

### Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



## Introduction

*"The theory of marketing is solid but the practice of marketing leaves much to be desired."* (P Kotler, 2004, "Ten deadly marketing sins.")

It's also estimated that about 80% of great strategies are not implemented or just implemented badly! This does not need to be the case...find out how to manage your marketing plans and implement them with military precision, action & vision. Your share price, job security, salaries, benefits, growth opportunities...are all on the line if you are *not* managing your marketing campaigns & projects effectively. This programme is for everyone serious about enhancing his or her marketing thrust.

### Objectives & Outcomes

- Strategic Audit, Marketing Audit
- Intro to Terms – "Project Manage a Campaign"
- Introduction to Marketing
- Questions to guide marketing strategy
- Intro to Campaign Management Software
- Marketing & Corporate Objectives
- Who to target
- Techniques: Integrated Marketing Communication to match your objectives.
- 18 x FMCG/B2B Techniques: I.e. Sampling, Bonus Packs, Special Packs, Continuity Programmes, Event Marketing, Point-of-Sales, Refunds, Coupons, Premiums, Direct Marketing, etc
- Group Exercise to drill down theory
- Implementation of a successful Campaign
- Promotion Initiation Form
- Consumer Promotion Countdown Grid
- Selling into the Trade
- Evaluation: Learn & improve for next campaign.
- 10 x evaluation calculations on ROI, breakeven etc
- Media Management
- Full Promotional Notes (170 pages of colour notes for further reading on technique & models)

*"You can either **take action** or you can hang back and hope for a miracle. Miracles are great, but they are so unpredictable."* Peter F. Drucker (1909-2005) Austrian-American economist

Contact: **Ian Rheeder**