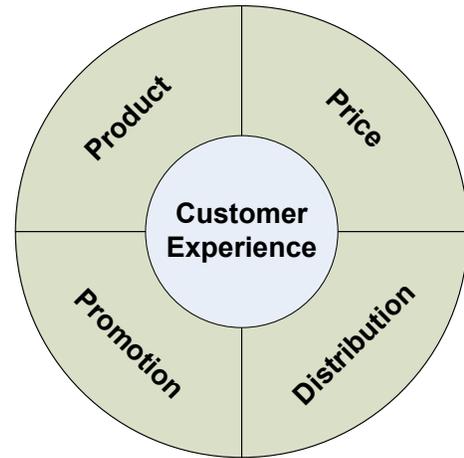




PRODUCT MARKETING EXCELLENCE - OPTIMIZING THE MARKETING MIX



THE 5 CRITICAL P'S OF THE MARKETING MIX

This program provides the framework and tools to optimize a marketing mix for a product or product line based on strategic objectives. It provides these key skills:

- 1 How to articulate a value proposition based on strategic goals, market factors and customer needs
- 2 The best tools to translate product advantages to customer value drivers
- 3 How to develop a communication strategy when you have no product advantages
- 4 How to develop sales tools that sales professionals want to see
- 5 How to develop strategic marketing initiatives and create matching marketing tactics

"Most marketing plans have little basis in strategy. They are a bunch of activities with little focus on marketing ROI and long term strategic impact."

Product Marketing Excellence - Optimizing the Marketing Mix is a one-day intensive workshop designed for product and marketing leaders to learn how to develop marketing plans with the optimal marketing mix. It starts with key concepts in how to quantify a value proposition and then provides specific tools and methods to develop a marketing mix that matches product positioning and market goals.

The program uses a wide range of exercises and real world examples to give participants the skills and tools to develop high-impact marketing plans, including:

- Using the right tools to quantify customer value that lead to powerful value propositions
- Optimizing marketing activities to ensure they have high-impact with customers
- Using the right combination of push and pull marketing strategies
- How to optimize price a product based on both strategic and financial goals

Participants will also receive:

- A 72-page e-book with key concepts, examples, templates, guidelines and marketing tips
- Access to the facilitator for followup and post-workshop consultation

PRODUCT MARKETING EXCELLENCE

- OPTIMIZING THE MARKETING MIX

PROGRAM OUTLINE

FOUNDATIONS OF MARKETING ROI

Introduction to Effective Product Marketing

- The KI Market Success Model
- Establishing product marketing goals
- Five key factors in successful product marketing

The Marketing Mix - 4P's + 1P

- Overview of each P's role in market success

Case study – How to apply the five key factors of product marketing success

QUANTIFYING REAL CUSTOMER VALUE

- Clarifying target customers, segments and prioritizing the various roles of customers in decision-making
- Using a customer value pyramid and product value profile to find powerful value propositions

Articulating Your Market Position

- Leveraging strategic product advantages
- Translating product attributes to customer value

Exercise: Using a customer value pyramid to estimate relative value of different product offerings

OPTIMIZING THE MARKETING MIX

Effectively Communicating Value

- Articulating great (and accurate) value propositions
- Ensuring all communication focuses on value drivers

Positioning-based Pricing

- Four pricing strategies and how to select the best
- Optimizing pricing for strategic and financial goals

High-impact Promotions

- Developing the right mix of promotion activities
- Creating campaigns that drive sales

Optimal Sales and Channel Support

- Developing push strategies that augment your pull
- Sales tools that sales professionals want to see

Exercises: Short exercises for each P to enhance understanding and practice.

PULLING IT ALL TOGETHER

- Connecting key strategic initiatives to tactics using a marketing matrix
- Articulating a strategic marketing budget

Exercise – Small teams will review elements of marketing plans and discuss what's good and bad based on their learning.

ABOUT KINGSEY INSTITUTE

The Kingsley Institute for Strategy and Innovation was founded by noted innovator and product development professional Dorian Simpson. He developed this program working closely with colleagues and using his experience with some of the world's most prominent companies such as GE, Motorola, AT&T, Qwest, and many other startups and Fortune 500 companies.

Dorian received a BSEE from Northwestern University and an MBA from the University of San Diego.



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