

Rightrack ... a little bit of magic

Marketing Principles
a bespoke programme



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Introduction

This is a bespoke programme that covers many aspects including instilling a common marketing language, providing a universal understanding & platform for further marketing development.

Approach

A bespoke training programme is researched, designed and delivered specifically for your needs.

We have a highly developed, sophisticated yet flexible approach for creating bespoke training solutions, which typically includes:

- **Step 1: Research & Familiarisation**
Our training specialists work with you to research the key areas that will impact the programme design and agree project objectives
- **Step 2: Confirmation of Project Activity**
Key areas of the project are confirmed in writing including all project steps, milestones, programme structure, supporting activity, timings and evaluation measures
- **Step 3: Preparation of Learning Content**
Our project team prepare the programme in-line with the above steps. The content is highly specific to your organisation and the initiatives that are key to the success of your business
- **Step 4: Implementation of Training Programme**
The programme is implemented in-line with the agreed rollout plan
- **Step 5: Project Evaluation**
The project is evaluated throughout its implementation against key measures decided upon during Step 1



Case Study

Below is an example of a programme we have designed for a client:

Presentations

- Presentations from areas with the marketing department

Launch Exercise

- A highly interactive exercise to launch the programme

What is Marketing?

- Marketing fundamentals
- Marketing v selling
- Customer retention / relationship marketing
- Marketing orientations
- Impact of marketing on ROI

Marketing Orientation Exercise

- Questionnaire to identify marketing orientation & issues

The Marketing Mix

- Products
 - Products v services
 - The total proposition / flower of service
 - The product life cycle / Boston Matrix
- Pricing
 - Types of costs / break-even analysis
 - Elasticity of demand / affects of discounts
- Customers
 - Segmentation
 - Adoption life cycle
 - Segment choice
 - CRM value chain
- Positioning, Branding & Communications
 - Differentiation & positioning
 - Branding options
 - Brand equity
 - Advertising & promotion
 - Zain branding

SWOT Analysis

Marketing Objectives

- Ansoff matrix
- Product development options

Measures of Performance

- KPI's



Programme Options

This is an in-company programme with the following options:

Available Packages:	Bespoke - We research, design and deliver the programme specifically for your needs
Duration:	Bespoke
Materials:	Folder, workbook, handouts, pen and certificate of attendance
Support:	Research - Pre-programme research visit or telephone discussion Administration - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available Evaluation - Post-programme evaluation and a consultant's report providing feedback on the programme Righttrack Membership - Lifetime on-line post-programme support via our dedicated delegate website and access to the training consultant who will answer any questions relating to the programme
Dates & Location:	To suit you
Delegates:	Bespoke
Style:	Righttrack programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change
Learning Methods:	We utilise a blend of learning methods: practice sessions, group workshops, scenario-driven learning, assignments, self managed learning, shared group learning, accelerated learning and structured group learning

