

# *The Marketing Intelligence*

*Madrid -*

*30-11-2026*

# The Marketing Intelligence

Course code: MS109 From: 30-11-2026 Venue: Madrid - Course Fees: 5000 £

## Introduction

This course is designed to provide marketing professionals with the marketing tools they need to boost sales, maximize the return on marketing dollars, and strengthen customer loyalty. Marketing research describes what is happening as it happens, so you can react tactically. Market intelligence provides situational insight and interpretation, allowing you to plan ahead of time. This training course will help you become acquainted with both basic and cutting-edge marketing research design and analysis techniques and procedures. You'll learn how to identify underlying business issues, create a research plan, collect data, and analyze the results.

Simply stated, market intelligence is the use of multiple data sources to create a comprehensive picture of a company's existing market, customers, problems, competition, and growth potential for brand-new products and services. Market intelligence provides numerous competitive advantages, and the risks of not investing in such data are frequently significant. The primary learning objectives for this Global Horizon Sales & Marketing training course on marketing research and intelligence will be especially beneficial for delegates in charge of planning sales and marketing initiatives to increase revenue growth.

### This course will highlight skills to:

- Develop marketing strategies to create and sustain a competitive advantage within the marketplace
- Use market research to extend sales and customer satisfaction
- Describe the various market research data collection methods
- Translate essential business challenges into cogent research objectives that are tied to specific action steps
- Identify the acceptable use of, advertising, advertisements, and Internet-based communications when developing an integrated marketing campaign

## Course Objectives of the Marketing Intelligence

### At the top of this course, you'll learn to:

- Understanding the facility of market intelligence and the way it incorporates market research
- Quickly and accurately interpret your customer's nonverbal communication
- Conduct a SWOT Analysis to spot business development opportunities
- Analyze current marketing research trends and best practices
- Differentiate among the various questionnaire design formats supported survey requirements
- Develop market research and intelligence strategy to realize marketing objectives

## Course Methodology of the Marketing Intelligence

This course on marketing research and Intelligence encourages delegate participation through a mixture of lectures, conferences, practical exercises, case studies, video clips, and breakout sessions designed to strengthen new skills.

## Organizational Impact of the Marketing Intelligence

### Major Benefits to the organization include:

 Maximize your brand s value to understand a better level of customer engagement
 Integrated and streamlined marketing approach
 Increased revenue growth from improved marketing research
 Greater penetration for products and services
 Higher level of customer satisfaction
 Integrated social media and traditional marketing approach

## Personal Impact of the Marketing Intelligence

### Participants will gain the subsequent significant benefits:

 Improved marketing and selling skills
 Improved ability to implement and realize specific goals
 Understanding of the concepts and procedures necessary to be an efficient marketing researcher
 Greater confidence as a marketing professional
 Improved productivity and adherence to quality standards
 Increased job satisfaction

## Target Audience of the Marketing Intelligence

This course on marketing research and Intelligence is for anyone who desires to expand their expertise in marketing best practices, policies, and procedures. Delegates don't require any previous marketing experience to profit from this educational program .

### This course is suitable to a good range of execs, but will greatly benefit:

 Chief Marketing Officers
 Marketing VPS
 Marketing Directors / Managers
 Market Research / Intelligence Professionals
 Customer Relationship Managers
 Sales Managers
 Brand Managers
 Business Owners

## Course Outlines of the Marketing Intelligence

### DAY 1

### Marketing to the Voice of the Customer

 What Customers Expect from Your Organization?
 Benefits of Encouraging Customer Feedback
 Listening and Questioning Skills Development
 How to offer and Receive Constructive Customer Feedback
 Interpreting Your Customer s Nonverbal Communication Gestures
 Marketing to the Four Customer Buying Styles

### DAY 2

### Key Elements of marketing research and Intelligence

- Difference between marketing research and Intelligence
- Product Lifecycle
- 4 Ps of the Marketing Mix
- SWOT Analysis
- Market Segmentation Strategies
- Social Media Marketing Principles

## Market Research Best Practices

- Benefits of marketing research
- Types of marketing research
- Market Research Best Practices
- Advantages and drawbacks of Customer Focus Groups
- Group Think

## DAY 3

## Market Intelligence Best Practices

- Benefits of Market Intelligence
- Types of Market Intelligence
- Benchmarking the Competition
- Converting Data into Market Intelligence
- Data Analysis to spot Trends
- How to Use Market Intelligence to Innovate More Effectively

## DAY 4

## Customer-Focused Engagement Marketing Strategy

- Best and Worst Customer Service Providers
- Identifying Internal and External Customer Expectations
- Customer Lifetime Value
- Going the additional mile
- Designing a Customer-focused Marketing Approach
- Customer Service Recovery Techniques

## DAY 5

## Putting marketing research Results into Action

- Action decide to Improve Marketing Effectiveness
- Setting Marketing Goals for Continuous Improvement
- Stakeholder Change Management Strategies
- How to show market research into Action
- Course Review and Assessment