GLOBAL HORIZON PLUS
TRAINING CENTER



Strategies Planning of Marketing

Cairo - InterContinental Cairo Semiramis

15-11-2026

Strategies Planning of Marketing

Course code: MS110 From: 15-11-2026 Venue: Cairo - InterContinental Cairo Semiramis Course Fees: 3100 £

Introduction

This course focuses on the simple, yet undeniable fact that good marketing has never been more important than now. In a world of a million "me-toos," countless product comparison websites, and the omnipresence of social media, your customers are confronted with an intriguing paradox:

- They have never been so well informed, yet
- they have never been more perplexed

Customers are completely distracted, and their attention spans are at an all-time low. Companies are striving for relevance, and achieving differentiation has never been more difficult. The goal of this training course is to address and correct these critical issues.

This course will highlight:

- How to build clear, compelling value and communicate it to the right audience, at the right time in the right medium
- How to analyze and segment the market and then craft compelling value propositions that get attention and bring in revenues
- How to gain a deep insight into consumer behavior and learn how to market to it
- How to Establish metrics for the measurement of marketing program effectiveness
- How to Oversee the company marketing function to identify new customers for products and services
- How to Establish short and long-range marketing plans, objectives, and operating procedures
- How to Explore new ways to identify and engage new customers using social media platforms

Course Objectives of Strategies Planning of Marketing

This has lofty but critically essential goals, and the Companies are searching for ways to demonstrate their relevance to an increasingly distracted customer base.

This course aims to give the participants the essential skills and knowledge, as follows:

- Understand the Psychology of purchase and Customer Loyalty
- Learn how to minimize Client churn in an increasingly competitive marketspace
- Develop an executable, thoroughly researched Marketing plan to ensure leadership
- Build trust, communicate effectively, and collaborate with other stakeholders
- Develop effective marketing communication programs

Course Methodology of Strategies Planning of Marketing

This Marketing Strategies and planning training seminar encourage delegate participation through a combination of lectures, group discussions, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

Organizational Impact of Marketing Strategies and Planning

By sending the participants to this course, an organization can expect several outcomes, including:

- Increases in Customer retention and brand loyalty
- Improved, tailored propositions and clear outcomes
- Refined, sharper Marketing strategies and tactics
- Improved Corporate Reputation
- Greater long-term profitability
- Integrated marketing strategy throughout the organization
- Higher level of customer satisfaction and retention

Personal Impact of Strategies Planning of Marketing

There are several professional and personal benefits likely to accrue for the participants of this course, including:

- Enhanced understanding of how customers think and why they act the way they do
- Increased ability to tailor Marketing messages that resonate better with customers
- Knowledge of where to devote their time and company resources in optimizing sales and profits
- Enhanced communication and persuasion capability
- Greater confidence as a marketing professional
- Improved productivity and adherence to quality standards
- Increased potential for promotion

Target Audience of Strategies Planning of Marketing

This course is for anyone who desires to expand their expertise in marketing best practices, policies, and procedures. Delegates do not require any previous marketing experience to benefit from this course.

This course is suitable for a wide range of professionals, but will greatly benefit:

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners

Course Outlines of Strategies Planning of Marketing

DAY 1

Strategic Marketing Masterclass

- The Marketing Mix
- Strategic Positioning
- Situational Analyses
- Customer Segmentation
- Pricing Strategy

- Product Lifecycle Management
- Market Development Strategies

DAY 2

The Customer

- Market Segmentation
- Customer Personas
- Customer Personality Types
- Understanding Value: How it is created and how it moves
- Key Account Management
- Dealing with Organizations
- Behavioral Psychology: Why do customers do what they do?

DAY 3

Crafting the Message

- Non-Verbal Communication
- Forensic Questioning Skills
- Building Significance with Payoffs
- The Science of Persuasion
- The Role of Emotion in Purchasing
- Drafting the Message
- Building Compelling Value Propositions

DAY 4

Marketing in the Real and Online World

- Routes to Market
- Harnessing the Power of Your Social Media Marketing Plan
- Implementing Online Marketing Best Practices
- Initiating a Social Media Engagement Plan
- Search Engine Optimization Strategies
- Facebook and Twitter Marketing Campaigns
- Online Reputation Management

DAY 5

Creating an Effective Business Marketing Plan

- The Anatomy of a Marketing Plan
- Putting your plan together (drawing on what has been covered to date)
    - Situational Analyses
    - Lifecycle Management
    - Product (Service Positioning)
    - Pricing Strategy
    - Budgeting
    - Routes to Market
    - Propositions by segment
    - Communications Plan

- Implementing the Marketing Plan throughout the Organization
- Influencing Upwards Selling the Plan throughout the Organization
- The first three things I am going to do