MKG-117 - Value-Based Marketing

Description

A 5-day Training Program to provide participants with knowledge and techniques for the development of marketing strategies and plans which maximize value creation in marketing initiatives and opportunities.

Objectives

- Understand the link between shareholder value creation and marketing initiatives
- Improve the value creation impact of the company's marketing mix
- Design and develop new products that create sustainable value
- Win more business cases
- Maximise customer lifetime value
- Achieve greater credibility for marketing plans and budgets
- Fully exploit all marketing value creation opportunities
- Identify how marketing can maximise shareholder value

Topics

Value-based management

- Introduction
- Value at corporate level vs. marketing
- Marketing team new opportunity
- New definition of marketing
- What is Value-Based Marketing?

Creating shareholder value

- Shareholder value creation fundamentals
- Enterprise value

- Limitation of shareholder value
- Corporate and marketing value levers

Developing value-based management strategies

- Value-based management ecosystem
- Corporate level strategies
- Business Unit level strategies

Implementing Value-Based Marketing

- Value-Based Marketing definition
- Identify potential markets
- Segment the market
- Set market strategies
- Product and service differentiation
- Value-based pricing
- Create value within channels
- Value creation branding

Building customer value

- Customer Relationship Management (CRM)
- Customer Lifecycle Management (CLM)
- Customer Experience (CE)

Value-based organization

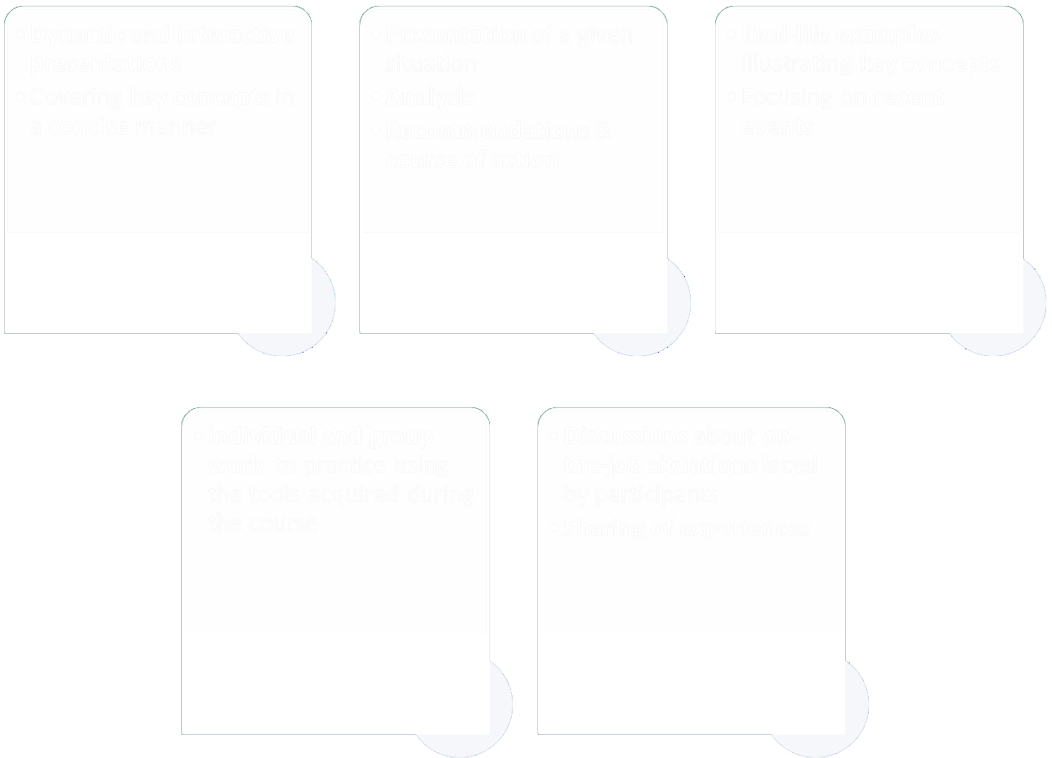
- Managing for shareholder value
- Marketing as a value creation engine
- Value creation marketing plan

Target Audience

- Telecommunications managers and personnel responsible for marketing, sales, business development and strategic planning of value-based services and applications
- Managers looking to complement their skill-set by gaining a good understanding of marketing strategies for value-based services and applications

Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at training@neotelis.com for more information and a Proposal.

About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.



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