

MARKETING STRATEGY GENERATION

Develop Strategies for Your Key Customer Segments



Strategy
Generation
Company

Marketing is about more than just advertising; it's about strategically matching market needs to company solutions in a competitive arena.

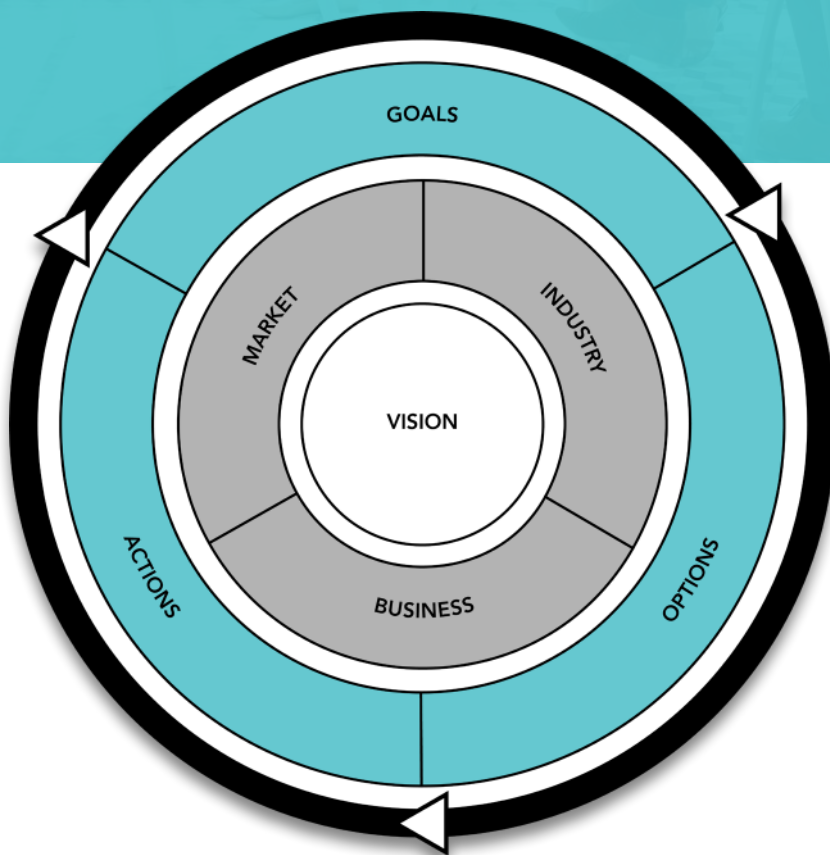
Product management has product strategies and business units have business strategies. But what about marketing? How does this integral function fit into the bigger strategic picture?

Whether you are responsible for marketing communications or a specific vertical market team, it is imperative that you have a clear marketing strategy that aligns with both your overall corporate strategy as well as any product or portfolio strategies that may exist within your business. Our Marketing Strategy Generation program steps strategic marketers through this crucial process; helping them focus on building complete marketing plans rather than isolated marketing promotions.



WHO IS IT FOR?

Marketing Managers
and
Market Leaders



OUR FRAMEWORK

Our training is designed around a simple framework that features three distinct “cycles” of strategy development work:



The Analysis Cycle



The Planning Cycle



The Execution Cycle

WORKSHOP CONTENTS

ANALYSIS CYCLE

- Market – Analyze Your Customers
- Industry – Analyze Your Competition
- Business – Analyze Your Company

PLANNING CYCLE

- Goals – Plan Your Goals and Objectives
- Options – Plan Your Strategic Choices
- Actions – Plan Your Initiatives and Tactics

EXECUTION CYCLE

- Investment – Choose Your Investments
- Tracking – Monitor Your Progress
- Results – Measure Your Performance

FINAL WORK PROJECT

- Develop Your Strategic Story and Presentation

WORKSHOP OPTIONS

ONSITE VERSION

- 2-Day Onsite Workshop
- Optional 1-Hour Remote Coaching Sessions

ONLINE VERSION

- Four ½-Day Remote Instructor-Led Sessions
- Optional 1-Hour Remote Coaching Sessions

WHAT YOU WILL RECEIVE

- Course Workbook and Framework
- Access to Strategy Generation Tools
- Summary Strategy Report Card *

** For participants of Remote Coaching Sessions*

OUR CORE STRATEGY WORKSHOPS



**PRODUCT STRATEGY
GENERATION**



**MARKETING STRATEGY
GENERATION**



**BUSINESS STRATEGY
GENERATION**



**Strategy
Generation
Company**

Strategy Generation Company focuses on teaching managers and leaders how to tap into their own creativity, generate new strategic ideas, and learn the basic skills needed to succeed in strategic business environments.

We offer onsite and online training and services for product managers, marketing managers, and business leaders. Contact us to find out how you can bring your company's strategy development skills to the next level!