

# 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.*

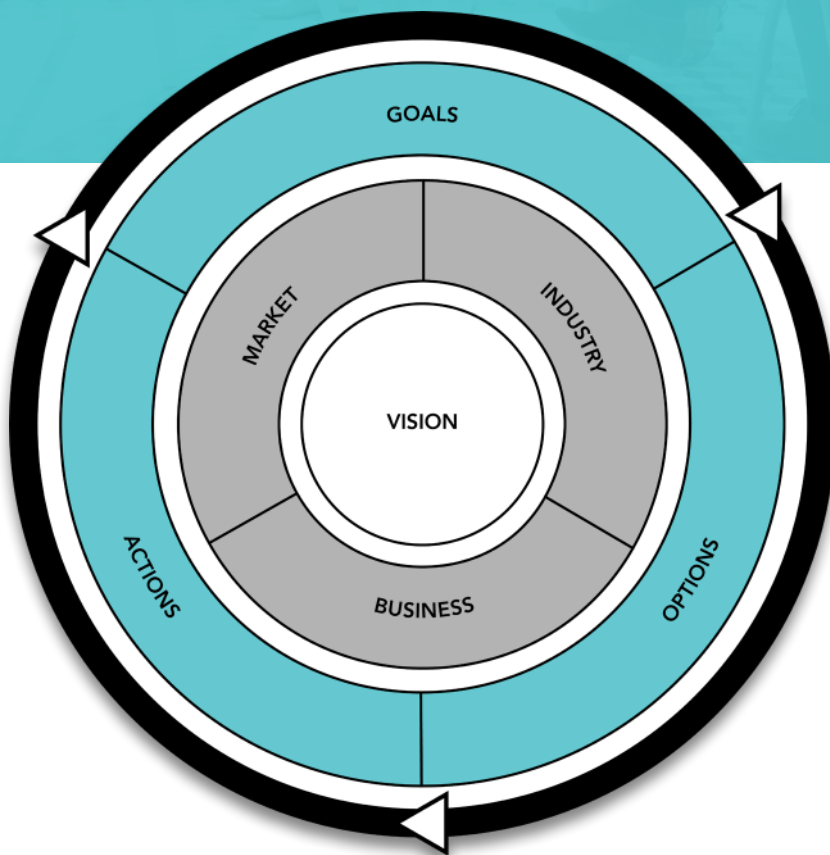
Product management has product strategies and business units have business strategies. But what about marketing? How does this integral function fit into the bigger strategic picture?

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

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

### PLANNING CYCLE

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

### EXECUTION CYCLE

- Investment – Outline Your Investments
- Tracking – Monitor Your Progress
- Results – Measure Your Results

### FINAL WORK PROJECT

- Develop Your Strategic Story and Presentation

## WORKSHOP OPTIONS

### ONSITE VERSION

- 2-Day Onsite Workshop
- Optional 1-Hour Remote Coaching Sessions and Assessment of Final Plan

## WHAT YOU WILL RECEIVE

- Course Workbook and Framework
- Access to Strategy Generation Tools

## OUR PROJECT-BASED STRATEGY TRAINING PROGRAMS



**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 workshops for product managers, marketing managers, and business managers. Contact us to find out how you can bring your company's strategy development skills to the next level!