



Consulting and Training | Reach New Heights

Course Name

Strategic Marketing for Business Growth

Sector Name

Sales, Marketing and Customer Service

Document Type

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Strategic Marketing for Business Growth

Course Introduction

This training program equips participants with advanced strategies, tools, and frameworks to align marketing with overall business goals, enabling them to capture market opportunities, build strong brands, and achieve profitable growth.

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Strategic Marketing for Business Growth

Target Audience

- ✓ Marketing managers, executives, and specialists.
- ✓ Business development and strategy professionals.
- ✓ Entrepreneurs and startup founders aiming for growth.
- ✓ Senior managers seeking to integrate marketing with organizational strategy.
- ✓ Anyone involved in shaping or implementing marketing strategies for business growth.

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Strategic Marketing for Business Growth

Learning Objectives

- ✓ Understand the role of strategic marketing in achieving sustainable business growth.
- ✓ Analyze market trends, consumer behavior, and competitor strategies to identify opportunities.
- ✓ Design customer-centric marketing strategies aligned with organizational objectives.
- ✓ Build competitive positioning and differentiation strategies for long-term advantage.
- ✓ Apply advanced techniques in branding, segmentation, and targeting.
- ✓ Integrate digital transformation and data-driven insights into marketing strategies.
- ✓ Evaluate and measure marketing performance to ensure continuous improvement and ROI.

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Strategic Marketing for Business Growth

Course Outline

✓ DAY 01

Foundations of Strategic Marketing

- ✓ Defining strategic marketing vs. tactical marketing.
- ✓ Role of strategic marketing in business growth.
- ✓ Linking marketing strategy with corporate strategy.
- ✓ Core principles of market orientation.
- ✓ Understanding value creation in marketing.
- ✓ Evolution of marketing concepts: from product-centric to customer-centric.
- ✓ Exploring Growth Strategies.
- ✓ The strategic marketing planning process.
- ✓ Key success factors for growth-focused marketing.

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Course Outline

✓ Day 02

Market Analysis and Opportunity Identification

- ✓ Advanced tools for market and environmental analysis.
- ✓ Analyzing consumer behavior and decision-making processes.
- ✓ Market segmentation strategies and frameworks.
- ✓ Identifying and evaluating growth opportunities.
- ✓ Competitive intelligence and benchmarking techniques.
- ✓ Demand forecasting and market sizing.
- ✓ Strategic use of customer insights and analytics.
- ✓ Blue Ocean Strategy for uncovering new markets.
- ✓ Building growth scenarios and opportunity maps.

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Course Outline

✓ Day 03

Strategic Positioning and Value Proposition

- ✓ Building strong customer value propositions.
- ✓ Differentiation strategies for competitive advantage.
- ✓ Brand positioning frameworks and mapping.
- ✓ Leveraging brand equity for business growth.
- ✓ Balancing standardization vs. customization in strategy.
- ✓ Product lifecycle strategies and implications.
- ✓ Strategic pricing models and growth impact.
- ✓ Innovation strategies in products and services.
- ✓ Case perspectives on positioning and brand-led growth.

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Course Outline

✓ Day 04

Digital Transformation and Growth Marketing

- ✓ Role of digital transformation in strategic marketing.
- ✓ Integrating online and offline marketing strategies.
- ✓ Data-driven marketing: turning insights into action.
- ✓ Marketing automation and personalization strategies.
- ✓ Social media and influencer marketing for growth.
- ✓ Content marketing as a growth engine.
- ✓ Customer relationship management (CRM) in strategic marketing.
- ✓ Leveraging AI and emerging technologies for a competitive edge.
- ✓ Measuring digital marketing ROI and business impact.

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Course Outline

✓ Day 05

Strategy Execution and Performance Measurement

- ✓ Aligning marketing strategy with organizational resources.
- ✓ Strategy execution frameworks (Balanced Scorecard, OKRs).
- ✓ Key Performance Indicators (KPIs) for marketing success.
- ✓ Marketing performance dashboards and analytics.
- ✓ Linking customer satisfaction to growth outcomes.
- ✓ Managing risks and challenges in marketing execution.
- ✓ Governance and ethical considerations in marketing strategies.
- ✓ Continuous improvement and adaptive strategy cycles.
- ✓ Building a roadmap for sustainable business growth.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 26, 2026	Oct. 30, 2026	5 days	2150.00 \$	Virtual , Online
Jan. 10, 2027	Jan. 14, 2027	5 days	4250.00 \$	KSA , Jeddah
June 7, 2027	June 11, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 2, 2027	Aug. 6, 2027	5 days	5950.00 \$	Switzerland , Zurich

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