



Consulting and Training | Reach New Heights

Course Name

Demand Creation and Market Activation

Sector Name

Sales, Marketing and Customer Service

Document Type

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Demand Creation and Market Activation

Course Introduction

Strong marketing does more than communicate an existing offer—it creates reasons for customers to notice, care, and act. Markets are often crowded with similar messages, while customers face competing priorities and countless choices.

The challenge is therefore not simply generating awareness but identifying what can stimulate genuine demand and translating that interest into meaningful market response.

BOOST Consulting & Training presents **Demand Creation and Market Activation** as a practical program focused on creating genuine market interest around an offering and converting that interest into customer response through sharper propositions, audience choices, messaging, channels, and activation decisions.

Participants will learn how to identify demand opportunities, develop compelling market propositions, design coordinated activation approaches, and continuously strengthen market response through practical exercises and campaign challenges.

Demand Creation and Market Activation

Target Audience

This program is designed for Marketing Professionals, Brand and Product Marketers, Campaign Specialists, and Marketing Managers responsible for demand generation and market activation.

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Demand Creation and Market Activation

Learning Objectives

- ✓ Identify customer and market conditions that create demand opportunities.
- ✓ Distinguish awareness generation from meaningful demand creation.
- ✓ Define priority audiences according to needs, readiness, and potential value.
- ✓ Develop compelling propositions that stimulate customer interest.
- ✓ Design messages and activation approaches around customer motivations.
- ✓ Coordinate channels and touchpoints to generate stronger market response.
- ✓ Evaluate activation performance and improve demand-generation decisions.

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Demand Creation and Market Activation

Course Outline

✓ DAY 01

Discovering Where Demand Can Be Created

Reading the Demand Landscape

- ✓ Distinguishing existing demand, latent demand, and demand that can be stimulated
- ✓ Identifying customer tensions, unmet needs, and changing market conditions
- ✓ Recognizing barriers that prevent customers from considering or acting

Finding the Right Demand Opportunity

- ✓ Identifying situations where marketing can meaningfully influence customer interest
- ✓ Assessing audience potential, relevance, timing, and competitive intensity
- ✓ Selecting demand opportunities worth activating

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Course Outline

✓ DAY 02

Building a Proposition That Creates Interest

Defining the Audience to Activate

- ✓ Identifying priority audiences based on need, readiness, and potential value
- ✓ Understanding triggers that can move audiences from indifference to interest
- ✓ Matching audience priorities with the most relevant opportunity

Creating the Demand Proposition

- ✓ Converting customer tensions and aspirations into compelling propositions
- ✓ Clarifying why the offer matters now rather than simply describing its features
- ✓ Testing proposition relevance, differentiation, and credibility

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Course Outline

✓ DAY 03

Turning the Proposition into Market Engagement

Designing Messages That Trigger Response

- ✓ Translating the proposition into clear and audience-relevant messages
- ✓ Connecting messages to customer motivations, problems, and desired outcomes
- ✓ Developing different message angles without weakening proposition consistency

Creating the Activation Path

- ✓ Mapping how customers move from initial exposure to meaningful engagement
- ✓ Designing calls to action appropriate to different stages of readiness
- ✓ Removing unnecessary friction between interest and customer response

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Course Outline

✓ DAY 04

Activating Demand Across Channels

Selecting the Right Activation Mix

- ✓ Matching channels to audience behavior and activation objectives
- ✓ Balancing owned, paid, earned, and direct activation opportunities
- ✓ Coordinating channels to reinforce rather than duplicate customer exposure

Building Integrated Market Activation

- ✓ Aligning audience, proposition, message, channel, and timing decisions
- ✓ Sequencing activation activities around the desired customer response
- ✓ Developing a practical Market Activation Blueprint

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Course Outline

✓ DAY 05

Converting Market Response into Growth

Reading Activation Performance

- ✓ Distinguishing visibility metrics from meaningful indicators of demand
- ✓ Identifying where audiences engage, hesitate, convert, or disengage
- ✓ Diagnosing weak response before changing the entire activation approach

Improving and Scaling What Works

- ✓ Refining propositions, messages, channels, and activation choices from evidence
- ✓ Deciding what to stop, adjust, repeat, or scale
- ✓ Developing a Demand Growth Action Plan for workplace implementation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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