

Overview

Learning goals:

- knowledge of the best communication strategy to reach your target audience
- expertise in choosing the most effective communication channels to deliver your message
- ability to draw up an integrated communication plan for the promotion of your company, its products/services, on the market.

Do you want to know how to reach your target audience? Do you want to know the most popular and effective communication channels?

The intermediate level of the Promotion Strategies course will allow you to learn this and more!

Lesson 2.1 – The Marketing Strategic Plan.

In this lesson you will learn how to develop the most effective strategy to enhance the value of your products and succeed in standing out from your competitors.

Lesson 2.2 - The Integrated Communication Plan or Marketing Mix.

In this lesson you will learn how to choose the right mix of communication channels to promote your company

Lesson 2.3 – Communications channels

In this lesson you will learn to distinguish the most effective communication channels according to message, audience and objectives.

Lesson 2.4 – How to draw up a communication plan

In this lesson you will learn one of the methodologies for the implementation of an effective communication plan

Lesson 2.5 – Strategic Marketing: the right words

In this lesson you will learn the correct terms to use when planning a communication plan and marketing mix strategy.

A practical example?

Have a look at a concrete example of communication plan to promote your company or services/products

At the end of the course, you will have the skills to:

- define a communication strategy tailored on your target audience
- choose the most suitable communication channels for your message
- define the right mix of communication channels
- draw up an integrated communication plan for the promotion of your company, its products/services, on the market