

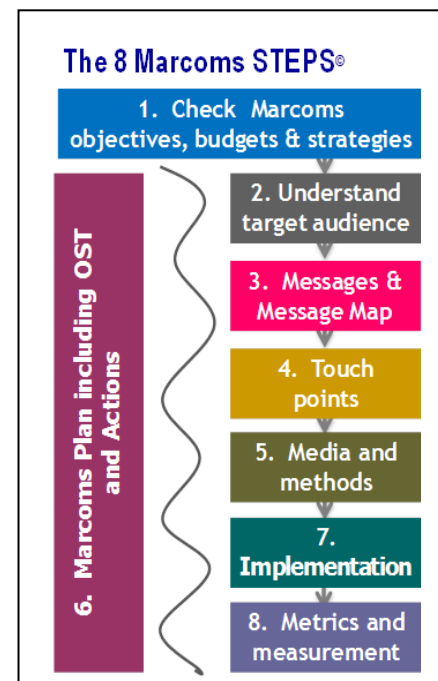
Pedagogia Programme Specification

Mastering B2B Marcoms

The Problem: Marcoms, or 'Marketing Communications' is one of the key elements of the Marketing Mix and a critical part of a company's Go-to-Market activities. But being one of the most visible marketing actions it also attracts most attention and debate, where everyone has an opinion or is an expert, whilst in practice Marcoms is a highly specialist and complex activity. Moreover, people and organisations face massive challenges as to how to make their Marcoms activities effective. With the switch to digital media, the media landscape is shifting so rapidly now, media channels are becoming more diverse and fragmented, media channels are saturated and audiences are suffering from message overload and fatigue, so anyone involved in Marcoms activities needs to be at the top of their game to understand what to do. Moreover, Marcoms budgets are under massive pressure as management demand more effective use of the Marcoms spend, and proven ROI / ROMI. Finally, B2B Marcoms is so often badly done, with Marketers focusing on technical features and simplistic strap lines, rather than taking the effort to develop crisp, compelling value-based stories and messages.

The Solution: 'Mastering B2B Marcoms' is a comprehensive 2 or 3 day workshop for all those involved in Marcoms activities, whether as Product Marketing Managers who need to organise Marcoms activities for their products, or the various Marcoms specialists who will be stakeholders and maybe budget holders, and who will turn the requirements into action and tangible marketing collaterals. 'Mastering B2B Marcoms' follows a unique and proven, systematic series of steps which reflect business reality, not theory, and each step expands to develop sub-competencies, such as the ability to create a powerful Message Map for one's products. Mastering B2B Marcoms uses many real examples from the B2B Marcoms to study exemplars, good and bad practice, and delivers many useful tools and processes.

Benefits: The programme delivers clear **benefits to the participants** because it helps them evaluate their reality and understand how to develop and deploy **effective Marcoms**. With Marcoms becoming more diverse and more complex and audience becoming more saturated with messages, Marketers specifying and requesting Marcoms face huge challenges of how to create distinctive, compelling messages and pass those to their target audience in a cost-effective way. The programme also has several **benefits for the company / employer**, because it reduces wasteful ideas, wrong and costly mistakes, and helps employees create more cost-effective Marcoms activities with higher ROI/ROMI.



Typical learning outcomes:

At the end of this session you will be able to:

- Improve your understanding of Marcoms, what it is and what it means. Become familiar with the basic Marcoms tools, concepts and language, and latest trends
- Know which Marcoms activities to do in which situations - know the advantages and disadvantages of each, and how to deploy them. Understand Marcoms process, roles and responsibilities
- Develop value messages for your product so that you can:
 - Create basic Marcoms materials and messages and a Message Map for your product
 - Brief the various internal and external stakeholders to create Marcoms activities / materials for your products where appropriate
- Strategise, propose, plan and monitor Marcoms activities to better promote your products

Target audience:

- Product Managers / Product Marketing Managers who need to build a Marcoms Plan as part of their Go-to-Market plan for their products
- Marcoms staff who would like to learn more about the profession of Marketing Communications

For more information about how we can help your Marketing and Product Marketing functions understand Marcoms, how to create, deploy and manage them, contact ianthomas@pedagogia.co.uk or call +44 78 79 89 83 28. Or for more information visit our website at <http://www.marketing-generics.com/pedagogia/>