

Promotional Strategy & Management

Campaign & Sponsorship Marketing Management

PROGRAMME FRAMEWORK

Who should attend?

The material is appropriate for any marketing team, whether managing a large or small campaign.

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management, Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



Introduction

"The theory of marketing is solid but the practice of marketing leaves much to be desired." (P Kotler, 2004, "Ten deadly marketing sins.")

Outcomes

- Strategic Audit, Marketing Audit
- Marketing Strategy Refresher: Blue Ocean Strategy Techniques
- NDP: New Product Development
- Trade Marketing Promotion Techniques 18 x FMCG/B2B Techniques: Selling into the Trade, i.e. Sampling, Bonus Packs, Special Packs, Continuity Programmes, Event Marketing, Point-of-Sales, Refunds, Coupons, Premiums, Direct Marketing, etc
- ROMI: Return-on-marketing-investment Calculations (10 x evaluation calculations on ROI, breakeven etc)
- Campaign Management, Promotion Initiation Form, Media Management, Consumer Promotion Countdown Grid
- Sponsorship Marketing & Events Management
- Leveraging your Sponsorship (1:1 Promotional budget, Integrated Marketing Communication to match to your objectives)
- Full Promotional Notes (170 pages of notes for further reading on technique & models)

References:

Sponsorship Marketing: *This was a well-developed programme, adapted to suit all industries. Ian was excellent – professional, fun & experienced. Time and money well spent (and I've done a lot of courses).* Loretta Katergarakis, ABSA Communications Manager

Campaign Management: *I will be able to manage my campaigns more effectively by using charts, deadlines, & assigning responsibilities. Most importantly, I'll be able to determine the ROI/ROCI. Ian has extensive knowledge – if he had been my lecturer at varsity, I would have passed marketing & communications with an A+.* Tshepang Rahlau, FNB

Campaign Management: *(Presentation 10/10), Interactive, practical & relevant to my area of work. (Knowledge 10/10), A lot of industry insights.* Monebang Mopeli, Cell C

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