

I.M.P.A.C.T.™ Marketing

DATE
14 - 17 May 2024 (4 days)
19 - 22 Nov 2024 (4 days)

ONLINE PROGRAM

TIME
9am to 5pm (GMT+8)



The fast-changing external landscape and competitive dynamics require marketers to deepen their understanding of customer perspectives and become better in anticipating customers' changing needs.

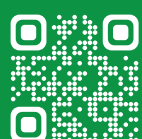
The advancement of technology and information flow make marketing decision increasingly challenging. The ability to quickly identify customer pain points and respond with the right strategy and implementation plan is critical to compete successfully with others.

Marketing decision must be evidence-based and building strong marketing excellence play a pivotal role in high-performance organization development.

Beyond the brand strategy development, marketing requires cross-functional collaboration, effective market shaping and governance, and instilling the winning mindset in the organization.

WHO SHOULD ATTEND

- Head of Marketing/ Regional Brand Lead
- Group Product Manager/ Product Manager
- Product Executive/ Promotion Manager
- Head of Sales/ Second Line Sale Manager
- Commercial Excellence Lead
- Market Access Lead



The official language for communication and conduct in this workshop is **English**

Learn more about this training program.
Scan here.



OBJECTIVE

In this course, you will be exposed to real-world case studies, and the Do's and Don'ts in marketing excellence practices. The learning model is divided into 3 parts:

- Shape the Brand
- Shape the Market
- Shape the Organization

At the end of this course, participants will be able to:

- Understand the critical marketing components, principles and processes
- Improve analysis to identify insights for decision making
- Deepen understanding of customer perspectives
- Make meaningful choices and differentiate effectively
- Develop integrated brand strategy and governance
- Shape the organization to execute plans with impact
- Design KPI, track and respond to results

METHODOLOGY

Using a combination of case study discussion, presentation & skill practice activities, participants learn to apply the critical knowledge, skill and mindset in marketing.

FACILITATOR

Mr. Ewe Kheng Huat

is an expert industry player with more than 30 years of experience in top multinational companies. He has solid experience in building an organisation and has developed it to a level of the best in the industry that consistently delivered income growth and registered a strong income/sales ratio in the region. Several of the talents he has groomed over the years have moved on to manage regional franchises and support other countries in their development.



[Read more](#)

PROGRAM FEE

Early Bird:

MYR8,550 (USD1,950) / pax

Early bird by: May Workshop - 22 April 2024
Nov Workshop - 8 Oct 2024

Regular:

MYR9,450 (USD2,150) / pax

Closing date by: May Workshop - 8 May 2024
Nov Workshop - 5 Nov 2024

Group (≥3):

MYR8,550 (USD1,950) / pax

Closing date by: May Workshop - 8 May 2024
Nov Workshop - 5 Nov 2024

The price quoted is subjected to local government tax

PROGRAM OUTLINE

DAY
01

Strategic Market Insights

- I.M.P.A.C.T.™ Model and Marketing Principles
- Market Definition
- 4C Situational Analysis

DAY
02

Mapping the Journey

- Buying Process
- Market Segmentation

DAY
03

Shape the Brand

- Customer Map
- Benefit Ladder
- Brand Positioning

DAY
04

Decision-Making Strategic Analysis

- SWOT Analysis & Strategic Imperatives
- Integrated Plan and Brand Governance
- KPI Design and Respond



Go to <https://lnsinternational.com/links/impact-marketing> and fill in the registration form.



To uncover how our services can benefit your team, leaders, and overall organization performance, reach out to us.



Email: programinquiry@LNSintegration.com



Whatsapp: +6013-3828218



LinkedIn: LNS Integration



Website: www.LNSinternational.com

