

Essentials of Impactful Marketing

10 June 2022 09:30 AM - 01 July 2022 05:15 PM

Brief Overview:

As the economy emerges more convincingly from the pandemic-induced slowdown, organisations of all sizes and in different categories are looking to restore sustainable growth. Key to that is robust Marketing. This five-day workshop on Marketing is application oriented. It is designed to help managers make Marketing decisions, and implement plans more effectively. To help participants do that, relevant theoretical concepts will be covered. Those in mid to senior management in the Marketing function will benefit most from this workshop.

The topic will be split into five modules, and each will be delivered by faculty with 30+ years of experience in the field. This is an interactive, participative, hands-on workshop and the overall aim is to give participants a deeper understanding on the impact Marketing can make on business.

Session content:

- **Module 1 - Brands and What They Mean**

Brands run deep. They develop connections with customers and end-users that go beyond rational benefits. However, these connections are built on some very rational foundations – often a tangible performance superiority.

Brand connections are precious and unique assets. These connections bind a brand with its consumer and help it tide over periods of intense competitive activity, distribution challenges or pricing pressures. These brand connections don't occur on their own. They have to be created, nurtured, and preserved as the precious brand assets they are.

Module 2 - Market Research

Typical scenarios where MR is useful /

The process of identifying the research tasks

Choice of research approach

Sampling – a primer

Methods of data collection

kind of questions it can answer

a. Traditional

b. Telephonic

c. Online

d. Digital

Questionnaire design – with templates for key questions and applications

Data analysis

a. Simple % age analysis

b. Significance testing minus the maths

Qualitative research – an overview

Industrial product research and key points of difference from B2C research

MR industry structure

Module 3 - Sales Channel Management

The module is intended to enable participants to learn the principles in designing, dimensioning, managing and evaluating the channel and sales team in different product/market context.

1. Appreciation of business model & operations across different channel type

a. Distribution

b. Direct Selling and DSA Management

c. Branded/ Organized retail

Franchise model

e. E commerce

Creating channel value proposition

3. Selecting an appropriate channel type and channel business model

4. Manpower and channel dimensioning

5. Channel KPI: Channel monitoring, service norms and beat plan

Module 4 - Consumer Behavior

As Brands and Marketers struggle to come to terms with the Yo-Yo effect of the pandemic on their businesses and bottomlines, there has been a seismic shift in the way Consumers think, feel and buy brands. Join Professor Praveen Paul Alapatt for a few hours, as he takes you on a journey where he delivers insights and learnings across 4 key areas:

1. The Elephant in the Room. Defining the consumer – Demographics and Psychographics

2. Mein Aisa Kyon Hoon? The Influences and Influencers on consumers and the impact on their buying behaviour. Customer Loyalty. Why it exists and how it works the magic

3. Selling the Monk a Ferrari. The various consumer decision models and the persuasiveness of communication and stimulus

4. Are you being served? The concept of Customer Lifecycle Management and Experience Enhancement

Module 5 - Marketing Communications

Communications is the most visible part of Marketing, and the general belief is that communications is all about building awareness in the most creative way. In this module, we will discover that it is more than that.

Participants will discover the true power of communications when it is expanded to more than Advertising. Participants will understand that communication is based on marketing tasks, and that

communications is accountable for delivering marketing objectives. We will explore the different tools: Advertising, PR, Sales Promotion, Direct Marketing, etc. We will understand the relative advantages and disadvantages of various media and how they ought to combine together. Participants will be introduced to Integrated Marketing Communications.

For Whom:

- Sales and Marketing Professionals
Business development managers
Entrepreneurs
Brand Managers

Key Takeaways:

Module 1 - Brands and What They Mean

Key concepts (beyond the 4Ps) about brands and how they are built.
How to qualitatively assess their own brands vs. competition.
How to analyse and strengthen their brands.
Re-application of best practice from other categories.

Module 2 - Market Research

When to use MR
How to decide what questions need to be answered
How to choose between MR approaches
How to decide sample size
How to interpret the data for actionable

Module 3- Sales Channel Management

Design a suitable sales channel for a given product/market context
2. Design Channel value proposition
3. Dimension number of Sales Executives/Channel
4. Integrating channel strategy with overall marketing strategy

Module 4 - Consumer Behaviour

By the end of the day, the attendees will be able to take various brands and build consumer profiles based on their communications.

2. They will be able to take their individual company businesses and develop a clear customer

profile(primary and secondary for the business).

3. They will be able to develop broad frameworks of stimulus – response required to engage and then convert a consumer from a state of ignorance or disengagement to one of equity and resonance.

Module 5 - Marketing Communications

1. Converting marketing objectives into communications tasks.
2. Different tools and their use.
3. Different media and their relevance.
4. Working with an Advertising / Communications Agency.

Facilitator profile:

Mr. Sam Moorthy

Sam has devoted 35 years to shaping consumer perceptions of different brands and building preference for them. This experience in branding and marketing communications has been built entirely in globally competitive emerging markets, on different continents with diverse history, cultures and value systems; and on a wide spectrum of Clients.

Sam has realized that the basics of marketing, branding and effective communications are more or less the same and apply equally well across borders and between categories. He has worked with and learnt a lot from demanding professionals in different industries, and is proud to call several of them his friends today, even years after they stopped working together.

A firm believer in getting the basics right – be it consumers, brands, marketing, communications or partnerships – Sam has learnt that teamwork, and a motivated team led effectively invariably creates magic. With hands-on experience on brands in different stages of growth, he is intimately familiar with the unique challenges of building and sustaining strong brands.

After 22 years in advertising - working with Ogilvy & Mather, MAA Bozell, and GREY - he set up an independent consultancy in 2009. Launched in Hungary, Icons & Images (www.icons-images.com)

) remains focused on building people and building brands. Sam returned to set-up in India four years back.

A science graduate from Delhi University, Sam holds a post-graduate diploma in management from the IIM. He has a strong interest in automobiles, cooking, cricket, films, flying gliders, humour, military history, music, photography, single malt whisky, travel and Wodehouse.

Prof. Surya Mahadevan

30 years of work experience in the FMCG and Telecom sectors

7 years in management education, research, consulting and institutional development

Leadership roles managing large brands such as Tata, Reliance, Aircel, Loop, Maltova, Viva and Amul.

Chief Operating Officer at Loop Mobile and Tata Teleservices for Mumbai and Kerala telecom circle

Worked across Sales, Marketing, Retail and Customer Service functional areas.

Have published more than ten articles on telecom, education and digital platform in business magazines such as The Global ANALYST, Business World, Open and The Smart CEO

Have published three cases in international Scopus indexed journals and more cases are in pipeline for

publication post acceptance
Consulting:
Consultant to E Commerce B2B start-up

Mr.Praveen Paul

Praveen Paul is an alumnus of IIM Calcutta and has over 25 years of varied corporate experience under his belt. Praveen began his career in the tea industry as a Tea taster with J Thomas and Co (the oldest tea broking firm in the world) and thereafter shifted into advertising working on brands such as Tata Tea, Philips, Sara Lee, Henkel, Taj Group of Hotels, TI Cycles, Murugappa Group, TTK, DuPont and Reliance. The agencies he worked with include Rediffusion, Contract, MAA Bozell and Mudra. Praveen then moved into a Corporate Affairs assignment with the Reliance Group.

In 2003, Praveen started his own business consulting firm - Intersight Consulting Limited. The company was the first low-cost aviation consultant in India and worked on projects that included Air Deccan, Kingfisher Airlines and Go Air.

From 2013, Praveen has been involved with Stratos Partners, a brand and business advisory firm. The firm engages in brand consulting, brand valuations, blue ocean strategy and transaction advisory services. Praveen is an avid neuromarketing disciple and strongly believes that the bedrock for a successful brand is to first engage with the market and deeply study consumer behaviour. He also is a Visiting faculty at St. Joseph's University, IIM Calcutta, Icfai Business School and Gems B School. Praveen is working on a soon to be launched series of detective stories, set in his favourite city - Madras.

Mr. R. Ashok

Completed B. Sc. in Physics from University of Madras, in 1987.

Completed PGDM from IIM Bangalore in 1989 with specialization in Marketing and OB.

Started career as Management Trainee in IMRB

Worked in MR firms, moving around a bit, and eventually left full-time employment as country head of Nielsen, Sri Lanka

Consulted for Hansa Research, helped set up their offices in south India

Started and ran Kaybase as a small MR firm, but focused mainly on setting up a children's magazine (that business eventually failed, so had to shut it down and return to MR full-time)

Running Kaybase as the main area of business

Moved out of MR operations to start developing business for the analytics division of Kaybase. The division has just started making profits

Been teaching MR at various business schools, mentoring students in their analytics projects, and also conducting workshops for clients

Fee Details:

- **Fee Details**
- Member amount : Rs 9000.00- (Including 18%GST)
- Non Member amount : Rs 11500.00- (Including 18%GST)

- Total Member count :