

# Strategic Marketing Planning

Take your marketing skills to the next level by thinking more strategically. Designed for marketers with some experience, this course will equip you with practical tools to write powerful marketing plans and measure your performance. Learn how to get the most from marketing and communication spend, discover the importance of the financials and hear the latest trends in branding and metrics.

## What you'll learn in this course

- How to apply the latest marketing trends and tools to your own organisation
- How to use your marketing plan and strategies to drive your business and respond proactively to changes in the market
- How to articulate a vision and goals for your brand or organisation
- How to understand marketing ROI and make the most effective use of your marketing and communication spend
- Feel inspired to implement changes in your planning to improve returns for their business

## Topics you'll cover

- The marketing basics revised, including branding essentials and the new marketing mix
- A clear structure for effective marketing planning
- Introduction to a range of strategic models and tools
- Developing stand out goals
- The latest marketing trends
- Making the most digital and online marketing
- Return on marketing investment and the importance of the financials

**Book your training NOW**

**Call Eleanor Shakiba on 0433 126 841**

**Download course information at  
[www.thinklearnsucceed.com.au](http://www.thinklearnsucceed.com.au)**

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think  
learn?  
succeed

“Smart training for clever people”

**What others have said  
about the course...**

“It was fantastic. Great amount of  
knowledge. I felt inspired all day”

