



## 1. Branding

This area will cover the various aspects of creating a brand -- one that will set you apart from competition, finding your relative strength, and positioning your brand.

### Marketing Strategy and Brand Positioning

- ❖ Week 1:
  - Overview, discussion of the principals of marketing, and building strong brands.
  - Strategic marketing for your brand: What it is that makes you valuable.
  - Market positioning: Choosing and targeting your most lucrative segment.
- ❖ Week 2:
  - Positioning statement: Positioning your brand, in a few short words, relative to your competition.
  - Choosing a brand mantra, the "heart and soul" of your brand.
  - Connecting experience to your brand: Creating client loyalty.

### Customer Decision Making and the Role of Brand

- ❖ Week 3:
  - Understanding the shopping experience, from the customer point of view. Positioning yourself to be in their minds, when making at the point of a buying decision.
  - Buying "triggers", providing variety but not choice overload, and connecting the online-offline buying experience.
  - The purchase stage: Selection and conversion-to-sale, pricing and other enticements.
  - Post-purchase satisfaction, social media and what makes for viral sharing.

### Effective Brand Communications Strategies and Repositioning Strategies

- ❖ Week 4:
  - Conveying brand message, and the customer perception of your brand.
  - Strong and persuasive brand elements; choosing a brand name.
- ❖ Week 5:
  - The various elements of a brand, and making it work together. The choice of colors, the basics of good taglines, and packaging.
  - Repositioning a brand, when is it necessary, and how is it done?

## 2. The Importance and Art of Client-centered Focus

This area will discuss client-centric focus, and the coming shift from product-centric focus, to customer-centric focus.

### The Limits of Product-Centric Thinking

- ❖ Week 6:
  - What is product-centric focus -- and some of the cracks in this traditional pursuit.
  - Moving from product-centric to customer-centric focus, and the critical importance of this as we move into the future.
  - Data-driven business, and the increasing importance of this.

### The Opportunities and Challenges of Customer Centricity

- ❖ Week 7:
  - Understanding customer centricity, and celebrating the different customer groups.
  - Selecting the specific customers that should be focused on, and maximizing value to the company.
  - Should your company even pursue a customer-centric approach?

### How Can Customer Centricity Be Profitable?

- ❖ Week 8:
  - The data of customer-centricity: Show me the money!
  - "How to" on cross-selling, and upselling; increasing frequency, and premium pricing. Referrals.
  - Customer acquisition, development, and retention -- where should you spend your next dollar, and why?
  - Discussion of "customer lifetime value": what it is, how to select for it, and how to measure it.

## 3. Go to Market Strategies

This is the area that encompasses the Internet, and the various aspects of marketing, and creating a successful Internet-based business.

### Omni-Channel Strategy and Online-Offline Interaction

- ❖ Week 9:
  - Go to market strategies, and introduction. What would be the next "hot" product, and four unstoppable market trends.

- The specific benefits of the online world; search and geographic friction, and goods and information.
  - Online/Offline Competition and why offline is still important.
- ❖ Week 10:
- The world of selection, and what makes for strong Internet sales: "The Long Tail".
  - How Internet retailing startups grow, and how influence spreads.
  - When and how to compete with the offline stores: The concept of preference isolation.

### **How to Find Lead Users and Facilitate Influence and Contagion**

- ❖ Week 11:
- The differences in digital marketing: goals, tactics, and the things to avoid. How to attract and retain digital customers.
  - Reputation and Reviews.
  - Product life cycles: Who buys what, and when.
- ❖ Week 12:
- More on how information spreads. And the power -- and limits, of your influence.
  - Digital spread: Targeting neighborhoods; how influence spreads.
  - Referrals and contagion.

### **Targeting and Messaging, Pricing to Value, Customer Access and Distribution**

- ❖ Week 13:
- Pricing and price setting: sensitivity and competitor issues.
  - Pricing strategies: what makes price sensitivity vulnerable, and what works to isolate it.
  - Distribution strategies for the flow of information and goods.
- ❖ Week 14:
- Challenges and conflict between the online-offline marketplace. When they will shop in a store and purchase from you and -- and vice versa. And which shopping categories are most vulnerable.
  - Trends in media spending: TV, digital, print, radio, outdoor advertising, others.
  - Summation: Markets, Message, Mission, Message design, Media strategy, Money, and Measurement.
  - Conclusion and wrap-up.