

Telecoms & Tech Academy

COURSE DESCRIPTION MARKETING STRATEGIES IN TELECOMS

Format:
Classroom

Duration:
2 Days



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COURSE SUMMARY

HIGHLIGHTS

- **Highly focused and in-depth training from the experts - including relevant updates from Informa's extensive research team**
- **Trainers and programme directors that are experts, industry experienced, and highly accomplished training professionals**
- **Training outcomes and competency development designed to meet your specific requirements**



“The instructor was brilliant. I’m sure that the course will contribute in developing effective marketing strategies.”

RA, TURK TELECOM

COURSE SUMMARY

Developing a marketing strategy that enables telecoms organisations to build a long-term relationship with their customers is essential if service providers are to succeed in this rapidly-evolving industry. As the telecoms industry expands into adjacent sectors, new brands crowd into the industry to the detriment of telecoms brands and customers become increasingly demanding, service providers' marketing strategies are often out of date and fail to deliver customers' expectations. Moreover, many generic marketing strategies do not translate well into telecoms: some organisations find it difficult to maintain the balance between undertaking short-term marketing activities that enable tactical objectives to be achieved, and developing and implementing a long-term approach that puts customers at the heart of the organisation and builds sustainable competitive advantage for the organisation and its stakeholders.

This practical, hands-on course offers the latest insights and uses a realistic case study exercise to put into practice the strategies and techniques to enable telecoms marketing professionals to develop an holistic and relevant marketing strategy that focuses on meeting the complex and fast-changing expectations of retail and wholesale customers. In addition to a thorough review of the role and purpose of the marketing strategy and how it links to the overall corporate strategy in the telecoms industry, the programme provides an in-depth look at customers' expectations and loyalty drivers and the implications for the marketing strategy of a telecoms organisation. It also explores specific requirements in the areas of upstream and downstream partnership management, and includes scenario planning techniques to enable participants to identify strategic risks and test the robustness of their proposed strategy against a number of potential risk scenarios. Real-life examples of

OUTCOMES & COMPETENCY DEVELOPMENT

Participants will develop or be able to:

- Describe the purpose and content of corporate and marketing strategy in the telecoms sector
- Articulate a market-oriented corporate strategy
- Analyse weaknesses of current telecoms marketing strategies
- Define strategic 'markets' and 'customers' in new ways
- Articulate a market-oriented marketing positioning statement and related marketing strategy
- Establish quantitative and qualitative strategic marketing objectives that are relevant to the changing dynamics of the telecoms sector
- Develop a strategy to deliver customer satisfaction in relation to specific customer expectations at different points during the lifecycle using the evolved strategic marketing mix (4Es)
- Assess the strategic assets, resources and competencies required to address strategic customers' expectations, including key upstream and downstream partnership requirements
- Outline an implementation plan for a marketing strategy that addresses internal silo challenges
- Use scenario planning as a tool for managing the risks associated with telecoms marketing strategies

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COURSE CONTENTS

DAY 1

SESSION 1: THE STRATEGY DEVELOPMENT PROCESS

- Telecoms corporate strategy development and strategic positioning options
- Strategic challenges for telecoms organisations
- Overview of marketing strategy components
- Linking marketing strategy to corporate strategy: the market-oriented, customer-centric organisation

SESSION 2: DEVELOPING STRATEGIC MARKETING OBJECTIVES

- Marketing positioning options and statement
- Competitive positioning options
- Quantitative and qualitative measurement of strategic marketing objectives
- Critical assessment of telecoms marketing positioning statements

SESSION 3: DEVELOPING A SUSTAINABLE CUSTOMER STRATEGY

- Definition of strategic 'customers' and 'markets'
- Maximising the life-time value and profitability of strategic customers
- Customer lifecycles and churn
- Customer satisfaction and loyalty drivers
- The strategic marketing mix: from 4Ps to 4Es
- Organisational implications of a customer-centric marketing strategy

DAY 2

SESSION 4: SELECTING AND MANAGING SUCCESSFUL MARKETING STRATEGIES

- The role of upstream and downstream marketing partners and their contribution to customer satisfaction and loyalty
- Partnerships and the strategic marketing mix
- Partnership revenue models

SESSION 5: FUTURE-PROOFING THE MARKETING STRATEGY

- Risk management techniques
- Scenario planning outline and exercise

SESSION 6: CASE STUDY WORK—GROUP PRESENTATIONS

- Marketing positioning statement
- Sources of sustainable competitive advantage
- Quantitative and qualitative strategic marketing objectives
- Target strategic customers, loyalty drivers, lifecycle management and strategic marketing mix
- Upstream and downstream strategic resource requirements
- Internal alignment
- Implementation outline
- Risk identification and management



About Telecoms & Tech Academy

Telecoms & Tech Academy, part of Informa Tech is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses.

Our In-Company Solutions

Expert insight, delivered in a format to suit your needs, to enhance knowledge and drive performance in your team. Our learning & development consultants will work closely with your team to establish your unique business needs and define success measurements.