



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.