



Learning Program

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- Access to the Fabric 12-week programme
- Build a live strategy whilst on the course for your organisation or one of our mock companies
- Bespoke feedback on your strategy throughout the course
- Expert marketing advice and mentoring throughout the programme
- Signposting to additional career support (Capital Placement referral)
- Certification of completion
- CPD points awarded

£1074 inc VAT

£895 excl. VAT

MODULE ONE:

MARKETING DATA & INSIGHT

Data & insight is the cornerstone of any winning integrated marketing strategy which is why our course begins here. By the end of this module you'll have an in-depth understanding of your audience, your competitors and your current position in the marketplace.

Every successful marketing strategy begins with data and insight. Without a thorough understanding of your market landscape, who you're targeting and what matters to them, it's impossible to create meaningful communications that resonate.

This course module guides you through the initial stages of developing an integrated marketing strategy from defining objectives and setting a benchmark to conducting effective market research to understand your current position in the market.

You'll receive all the templates to complete this part of the process, including charts for market mapping, competitor research templates and all the tools you need to create personas for your own organisation.

MODULE STRUCTURE

- Agreeing business objectives
- Defining marketing and communications objectives
- Benchmarking your current position
- Market mapping
- Competitor analysis
- Gathering product/service insights
- Introduction to buyer personas
- Building personas for your own organisation

MODULE TWO:

COMMUNICATING YOUR MARKETING STRATEGY

Module two guides you through building a content strategy that effectively communicates your brand. By the end of this module, you'll have refined your tone of voice, mapped and prioritised your budgets and developed a targeted content strategy ready to implement.

After gaining a complete understanding of your audience and current position in the market, it's time to start building meaningful relationships through content that matters.

Mindless consumption has decreased over time so it's now more important than ever to have your values and purpose defined. This module guides you through pinpointing these within your organisation. We'll also take you through developing a targeted messaging framework, tone of voice guide and compelling brand narrative.

You'll also learn how to develop customer journeys and how to build a channel and content strategy to deliver a seamless experience for your personas whilst providing relevant content at each stage of the customer journey.

The final element of this module will take you through creating a budget tracker and how to prioritise for maximum impact.

MODULE STRUCTURE

- Finding your purpose
- Defining values
- Tone of voice, brand narrative and key messages
- Building a channel strategy
- Creating a content plan
- Budget planning
- Prioritising spend

MODULE THREE:

MARKETING DELIVERY & MEASUREMENT

The final module focuses on delivery and measurement. You'll be given all the tools and templates you need to deliver and implement your strategy successfully. You'll also learn how to measure your strategy's effectiveness and how to analyse data to show maximum impact.

The final stage of our programme guides you through implementing and measuring the tactics you have defined in your newly developed integrated marketing strategy.

You'll receive all of the tools and templates you need to deliver projects successfully and guidance on how to use them. We'll take you through developing an operations plan to structure delivery and you'll learn how to develop comprehensive briefs and detailed project plans so you can manage projects with ease.

In order to demonstrate business impact, you'll learn how to develop a sophisticated measurement framework centred around business objectives. We'll also guide you through developing a monthly progress report to share with your senior team as you continue to implement your strategy.

MODULE STRUCTURE

- Building an operations plan
- Project planning
- Creating a measurement framework
- Analysing data
- Writing a clear brief
- Effective reporting