GLOBAL TRAINING INSTITUTE

Market Intelligence: Research & Strategies for Success



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Market Intelligence: Research & Strategies for Success training course is tailored for marketing professionals aiming to enhance their sales strategies and customer loyalty. This course provides essential tools for understanding market dynamics and customer behavior, enabling participants to react tactically and anticipate strategically. Attendees will learn to design effective research programs, collect and analyze data, and translate insights into actionable marketing strategies. By leveraging both market research and intelligence, participants can build a sustainable competitive advantage and drive revenue growth.

Who Should Attend

This course is ideal for a variety of professionals, including:

- Chief Marketing Officers
- Marketing VPs and Directors
- Marketing Managers
- Brand Managers
- Customer Relationship Managers
- Business Owners
- Sales Managers

Course Objectives

By the end of this training course, participants will be able to:

- Understand the significance of market intelligence and its relationship with market research.
- Interpret customer nonverbal communication effectively.
- Conduct SWOT analyses to identify business opportunities.
- Analyze current market research trends and best practices.
- Differentiate between various questionnaire design formats based on survey objectives.
- Develop a comprehensive marketing research and intelligence strategy aligned with marketing goals.
- mplement effective marketing practices to enhance customer engagement and satisfaction.

Course Content

Understanding Market Research and Intelligence

- Defining market research and market intelligence.
- The importance of customer feedback in shaping marketing strategies.
- Analyzing the competitive landscape using market intelligence.

Market Research Methods and Best Practices

- Different types of data collection methods and their applications.
- Best practices for conducting customer focus groups.
- Advantages and disadvantages of various market research techniques.

Analyzing Market Trends

- Identifying current trends in market research and intelligence.
- Using data analysis to uncover actionable insights.
- Techniques for benchmarking against competitors.

Customer Engagement Strategies

- Developing customer-focused marketing approaches.
- Techniques for measuring and increasing customer lifetime value.
- Implementing customer service recovery strategies.

Translating Research into Action

- Creating action plans based on research findings.
- Setting effective marketing goals for continuous improvement.
- Strategies for stakeholder change management in marketing initiatives.