## B2B Marketing Strategies

**Programme**
- Senior executives at general management level or heading sales or marketing functions in their organisations
- Executives working in professional service organisations who wish to improve their ability to design and deliver outstanding customer experiences
- Executives in B2B industries seeking to develop successful customer-centric strategies in today’s agile and digital world
- Executives from all business areas who wish to develop their strategic understanding and build a roadmap to transform marketing within their organisations
- Executives who want to move from products to solutions and create differentiation strategies for future growth.

**Content**
- Understanding value for your customers: exploring a strategy framework for sustainable growth, and understand how to create value for your customers.
- (Co-) Creating value: develop a digital, content-driven strategy that enables you to better engage with customers and create outstanding customer experiences.
- Communicating value: develop a digital communication strategy that enables you to better engage with customers and create outstanding customer experiences.
- Delivering value: understand the digital trends that are disrupting your business and gain insight into today’s customers and their evolving needs and expectations.

**Key Benefits**
- Learn how to create compelling offers and develop distinctive new services that generate added value
- Explore new business models to facilitate your organisation’s move from products to solutions and experiences.
- Discover how to deploy emerging technologies such as artificial intelligence, machine learning, augmented reality, robotics and social media to create outstanding customer experiences across channels and touchpoints.

**Length**
- 5 days

**Location**
- Fontainebleau

## Strategic Marketing Programme

**Programme**
- Marketing executives who want to hone and update their experience
- Non-marketing executives who have recently taken up marketing responsibilities or who regularly interact with the marketing function
- Executives who came from a variety of industries and career levels but share a focus on the end-user and consumer marketing.

**Content**
- Marketing strategy: foundations of marketing and industry variations, branding, targeting and positioning; decision-making, behavioural economics and consumer psychology.
- The marketing mix: translating strategy into action; analysing brand identity, the role of market research, managing product lines and sales funnels, allocating resources.
- Today’s big marketing challenges: the impact of social media, low-price competition, market commoditisation.
- Hands-on, international experience through the INSEAD-developed DiG (Discovery, Innovation and Growth) simulation.

**Key Benefits**
- Understand the marketing process and learn how to create a marketing plan.
- Develop a brand strategy and positioning – including communication, social media, pricing and distribution strategies.
- Explore the implications of selling multiple markets, the opportunities from the emergence of new markets and the threats from overseas entrants into home markets.

**Length**
- 5 days

**Location**
- Fontainebleau

## Leading the Effective Sales Force

**Programme**
- Managers and senior executives responsible for business development strategies and planning in either local or international markets.
- Participants typically spend over half their time managing sales force issues.
- Companies are encouraged to send multiple participants from different functions to the same session to facilitate greater understanding of sales.

**Content**
- A joint INSEAD–Wharton marketing programme focused on optimising the performance of your sales force, as well as cutting costs while increasing sales.
- How to generate maximum growth from your sales force by analysing your sales calls, realigning territories, shifting product or market emphasis, reallocating salesperson time or adjusting sales force size.
- How to motivate salespeople and third-party distribution channels through compensation systems and organisational structures.

**Key Benefits**
- Gain the skills necessary to make the sales force a key source of sustainable competitive advantage.
- Discover comprehensive approaches to motivate and compensate the sales force.
- Develop the skills to manage a dynamic sales force in the face of increasing product, consumer and market complexity.

**Length**
- 3 days

**Location**
- Fontainebleau/Philadelphia/Singapore

## Leading Digital Marketing Strategy

**Programme**
- Executives and senior managers from all business areas who wish to develop a strategic understanding of digital marketing and how to develop a roadmap for digital business transformation in their organisations.
- Executives seeking to develop new sustainable business models, manage change and extract value out of changing markets in a digital world.
- Executives aiming to lead digital initiatives in their company or industry.

**Content**
- Megatrends that disrupt your markets.
- The impact of digital on the competitive landscape.
- Social media strategy as a commercial driver.
- Making better business decisions through online research and big data.
- Content creation, curation and dissemination for brand building.
- Digital strategy execution by understanding and leveraging key enablers.

**Key Benefits**
- Recognise digital megatrends and best practices – and the disruptive impact they will have on your business.
- Enhance operations through digitisation to foster brand creation or brand building in the digital world.
- Develop a content-driven digital strategy that enables stronger engagement with customers and creates outstanding customer experiences.
- Understand the new rules of competition as well as today’s customers and their evolving needs and expectations.
- Learn how to leverage data and how to measure the success of digital marketing in terms of brand awareness, association, engagement and ROI.
- Understand key enablers that allow for a transformation toward an agile customer-centric & digital organisation.
- Recognise the organisational consequences of becoming a digital customer-centric marketing unit and formulate a plan to drive the change.

**Length**
- 4 days

**Location**
- Fontainebleau/Singapore