

# € TRAINING

Market Research and Intelligence



14 - 18 July 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Market Research and Intelligence

REF: R2079 DATE: 14 - 18 July 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5300 Euro

## Introduction

This training program equips participants with essential skills for effective data gathering and analysis, enabling strategic decision-making. Explore various research techniques and tools to understand market trends and consumer behavior, while also gaining insights into competitive landscapes. They will adeptly design studies, derive actionable insights for business growth, and effectively communicate findings to key stakeholders.

## Program Objectives:

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

- Knowing the impact of market intelligence and how marketing research is used in it
- Quickly and precisely decipher nonverbal cues from your customers
- Use a SWOT analysis to find chances for business growth.
- Examine the most recent trends and best practices in market research.
- Depending on the needs of the survey, distinguish between the various questionnaire design forms.
- Attain marketing goals, create a marketing research and intelligence strategy.

## Targeted Audience:

- Directors of marketing.
- VPs of marketing.
- Directors and managers of marketing.
- Professionals in market research and intelligence.
- Managers of Customer Relationships.
- Sales Directors.
- Managers of brands.
- Company owners.

## Program Outlines:

## Unit 1.

### Marketing to the "Voice of the Customer":

- What do clients anticipate from your business?
- Advantages of promoting consumer feedback.
- Improvement of listening and questioning abilities.
- How to provide and accept helpful customer comments.
- Recognizing nonverbal cues from your customers' movements.
- Marketing to the four "Buying Styles" of consumers.

## Unit 2.

### Key Elements of Market Research and Intelligence:

- Market research and intelligence are different.
- Lifecycle of a product.
- The marketing mix's four ps.
- SWOT evaluation.
- Segmentation tactics for the market.
- Principles of social media marketing.

### Market Research Best Practices:

- Benefits of market research.
- Types of market research.
- Market research best practices.
- Advantages and disadvantages of customer focus groups.
- Group think.

## Unit 3.

### Market Intelligence Best Practices:

- Market intelligence advantages.
- Market intelligence types.
- Comparison with the opposition.
- Data transformation into market insight.
- Using data analysis to spot patterns.
- How to more successfully innovate with market intelligence.

#### Unit 4.

##### Customer-Focused Engagement Marketing Strategy:

- Best and worst companies offering customer service.
- Recognizing internal and external client expectations.
- Lifetime worth of the client.
- Going above and beyond.
- Constructing a customer-centered marketing strategy.
- Techniques for customer service recovery.

#### Unit 5.

##### Putting Market Research Results into Action:

- A strategy to increase the efficiency of marketing.
- Establishing marketing objectives for ongoing development.
- Strategies for managing stakeholder change.
- How to implement marketing research.