

SSM 12 – PRODUCT, PACKAGING & BRANDING STRATEGIES

INTRODUCTION

What is the right image for your organisation? We need to think of this in terms of personality. We need to decide exactly what personality suits our business activities and then make sure that this image is projected in every little thing concerning the organisation. That is what this programme is all about: how to choose the right image and how to project it.

WHO SHOULD ATTEND?

This programme is aimed at retail and sales managers responsible for marketing, advertising, public relations, market research, sales or distribution management who wish to review their current skills and keep in line with the latest developments

Session 1 – Basic Market Research

- Carry out basic market research
- Questions in market research exercises
- Research the answers
- Online sources of information
- Advanced and accurate information sources
- Identifying customer segments
- Creating and updating client information databases

Session 2 – Advertising

- Planning an advertising and marketing campaign
- Where to advertise
- Suggestions for maximum impact of advertising
- Designing the advert
- Create the 'ultimate' shopping experience
- Evaluating the campaign's success

Session 3 – Public Relations (PR) and Image

- How is the corporate image developed?
- The right image for the right market
- What does the corporate image consist of?
- Behavioural aspects of selling
- Maintain an upbeat and positive corporate image

Session 4 – Merchandising and Promotions

- The five (5) P's of merchandising
- Setting up the merchandise displays
- Merchandising for boosting sales
- Considerations for promotional events
- Evaluating promotional successes

Session 5 – Visual merchandising and display

- The retail outlet personality and the customers' culture
- Choose a theme and make a plan
- Give the impression that the retail outlet is full of stock
- Suggestions for displaying stock
- Notices for customer information
- Cost-effective options for a welcoming shop environment