



COURSE BREAKDOWN

Total Hours: 7.5
Lecture: 4.0
Group Discussion: 1.0
Breaks: 1.5
Course Exam: 0.5

COURSE PREREQUISITE

Foundations



MARKET

Market teaches students to effectively build and leverage marketing strategies. This course emphasizes how to gain a thorough understanding of buyers and their purchasing behaviors, as well as the development of strategic marketing plans. Students gain a deep understanding of concepts such as connecting your business to your buyers and managing a cross-functional team to execute a successful marketing program. Topics include: using buyer personas to articulate market problems; aligning a marketing canvas to strategic business goals; customizing messaging to specific buyer personas; using shared goals and key performance indicators as part of a continual improvement cycle; leveraging positioning in market canvas development; thoroughly understanding the buyer's journey.



COURSE OBJECTIVES

MAIN OBJECTIVE:

Build buyer expertise and create strategic product marketing plans that align with business goals.

Align marketing programs with business goals.

- Define profit goals
- Create customer retention goals
- Establish awareness and perception goals
- Create and monitor marketing program goals

Implement marketing programs at strategic points along the buyer's journey.

- Evaluate a market segment to determine how different buyers move in and out of the buyer's journey
- Develop appropriate actions for the key steps of the buyer's journey

Determine the target market segment and audiences for a product.

- Collect, evaluate and assess market problems by segment

Build and leverage buyer personas.

- Articulate the differences between influencers and target buyers
- Identify sources to gather the knowledge needed to build buyer persona profiles
- Utilize the message matrix in order to craft messages tailored to a specific persona

Track and modify key indicators based on business goals.

- Explain how LTV and CAC impact the business
- Identify ways to optimize LTV and CAC for the business
- Identify the LTV:CAC ratio for the business, and set goals for the ideal LTV:CAC
- Align each primary marketing outcome with specific key performance indicators

Develop and iterate on a marketing canvas using a cross-functional team.

- Plan and execute a marketing summit in order to build buy-in, select outcome owners and prioritize objectives
- Establish the purpose of your marketing canvas
- Develop a budget and connect to marketing canvas outcomes
- Iterate on the marketing canvas
- Identify marketing program and key performance indicators
- Anticipate and identify gaps and risks



COURSE TOOLS AND TEMPLATES

Pragmatic courses are designed to be practical, actionable and high-impact.

- Buyer Persona
- Product Marketing Canvas
- Message Matrix
- Goal Prioritization
- Buyer Persona Interview Guidelines
- Campaign Planning Template
- Marketing Assets Worksheet
- Positioning Document Template
- Marketing Programs Calendar
- Recommended Marketing Metrics
- Go-To-Market Strategy Scorecard



COURSE MODULES

01

Increase Market Impact

Use market knowledge to influence behaviors and beliefs, and maximize results. Learn to build and measure product awareness, grow retention through customer-focused programs and increase revenue growth.

02

Build Buyer Expertise

Understand who your buyers are and how they buy to create marketing plans that work. Learn how to create detailed personas to each buying role; discover, document and align your sales process to the buyer's journey; and identify market segments and audiences to effectively engage buyers.

03

Identify the Right Go-to-Market Strategies

Implement targeted strategies that deliver results by focusing marketing programs on personas, detecting and targeting current gaps and prioritizing efforts that maximize impact.

04

Build Consensus for Marketing Plans

Get funding and support for your marketing efforts by demonstrating market expertise to build credibility. Learn to identify risks to ensure organizational awareness, and show how marketing plans align the goals of the company with the buyer's journey.

05

Measure Effectiveness

Connect marketing plans to the metrics that matter. Learn strategic metrics to track customer acquisition and retention, measure and report your impact on the bottom line and calculate the impact of your strategy.



COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, students will have moved from the knowledge of course materials to cognition and application relative to the importance of strategic marketing plans that are aligned with business goals. Students are also required to participate in group discussions and successfully complete the certification exam associated with the course.



Attendees have the opportunity to certify in **MARKET** at the end of this course. Successful certification in this course qualifies towards Pragmatic Certified Product Marketer.