

PRACTICAL GUIDE TO SOCIAL MARKETING & RELATIONSHIP MANAGEMENT

DATE: 30TH JULY– 3RD AUGUST 2018

VENUE: LAKE NAIVASHA COUNTRY CLUB

COST: KSHS 87,500 PER PERSON EXCLUDING VAT

NITA REGISTERED: NITA/TRN/916

BACKGROUND

Competition, commoditization, client sophistication, and transparent markets mean that few products and services can be truly differentiated in their own right. Strong, enduring client relationships, therefore, are the lifeblood of most organizations. Long term relationships serve another key function in today's tumultuous markets: they reduce risk for both clients and service providers.

International Social Marketing Association defines Social Marketing as the “discipline that seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good”. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.

Business dictionary looks at social marketing as the “Application of commercial marketing concepts, knowledge, and techniques to non-commercial ends (such as campaigns against smoking and drunken driving) for the society's welfare or the use of commercial marketing in promotion of goods and services in a way that helps in promoting the consumers' and, by extension, the society's well”.

It is a carefully planned, long-term approach to changing human behavior. Combining ideas from commercial marketing and the social sciences, social marketing is a proven tool for influencing behaviour in a sustainable and cost-effective way. It helps organizations and individuals to decide; which people to work with, what behaviour to influence, how to go about it and how to measure it.

Relationship management is the supervision and maintenance of relationships between a company and its external partners, especially its clients. Relationship management can also be considered as a blueprint in which a continuous level of engagement is maintained between an organization and its customers or clients. It can exist between a business and its customers, therefore referred to as customer relationship management, or between a business and other businesses, hence called business relationship management. Management of relationships is vital to the well being of organizations and their up-stream and down-stream clients. Relationship management is one of the most important management systems that should be in place and as such it should be clearly documented both in policy and in practice. It uses its own virtuous action cycle that acknowledges the joint nature of the endeavor and ensures that performance increases become inevitable.

This five-day training puts emphasis on the convergence of social marketing and relationship management, as well as the strategies needed to enhance customer relationships in the long-run. This program focuses far beyond the basics of social marketing and relationship management. It is tailor made for marketers and sales people who want to assess their plan and enhance the visibility and positioning of their respective brands. This course is suitable for marketing communications specialists, business managers, or entrepreneurs, who will learn how to customize and deliver social strategies through channels that are relevant to their customers. Each hands-on module engages you in the best practices used by reputable organizations. In this seminar, participants will learn how to manage their brand (either personal or business), employ social marketing strategies to influence behaviour and manage the relationship with customers to enhance brand loyalty.

SCOPE OF THIS TRAINING

This course is designed to upskill participants in several key competency areas. The objectives of the training include to prepare participants to have a crystal-clear understanding of:

- ❖ The key concepts, marketing mix and principles of marketing
- ❖ Development of effective marketing plans to support relationship management objectives
- ❖ Planning needed for the future using relationship results with financial results
- ❖ How to engage with customers and gather feedback to improve your overall product and marketing strategy
- ❖ Identify who your most important clients are and understand how to manage your relationship with them

- ❖ Understand what aspect of your company's product/service your clients value and tailor your service appropriately
- ❖ Identify the key decision makers within your client's organization and target relationship-building at an appropriate level
- ❖ Establish strategies for capturing important client information
- ❖ Develop client specific action plans
- ❖ Ways for assessing and improving social marketing and relationship management plan to extend the marketing reach
- ❖ How to integrate social marketing and relationship management with all elements of the marketing plan
- ❖ Strategies for building a customer-centric mindset to maximize the impact of your social marketing and relationship management
- ❖ New social strategies that can improve interaction with an organization's brand
- ❖ Social listening—analysis of user generated content, reviews, ratings and their effects on consumer demand
- ❖ Work through best-practice strategies and adapt them to your company's needs

GAINS TO YOUR ORGANISATION

- ❖ Ensure that organization's good reputation in the marketplace continues to grow
- ❖ Acquisition and application of different approaches to CRM that are best suited to the client's culture.
- ❖ Customer needs will be met more effectively by understanding specific customer requirements
- ❖ Conduct effective customer profile analysis
- ❖ Effective targeted marketing communications aimed specifically at customer needs
- ❖ Ability to create value for organizations and customers
- ❖ Ability to analyze the different components of a Social marketing & Relationship management plan
- ❖ Coordinate service delivery system in field service, help desk and technical support

HOW PARTICIPANTS WILL GAIN

The benefits of this highly practical training to participants include:

- ❖ Ability to increase brand awareness and generate more inbound traffic
- ❖ Better customer satisfaction and retention, improved brand loyalty and authority
- ❖ Use of cost-effective method to advertise and ready marketplace insights
- ❖ Thought Leadership coupled with increased sales revenue
- ❖ Shortened sales cycle including efficient management of resources

- ❖ Ability to increase value from organization's existing customers and reduce cost associated with supporting and servicing them, increasing your overall efficiency and reducing total cost of sales
- ❖ Development of a more personal approach, new or improved products and services to win more business in the future

TARGET AUDIENCE

This course is tailor-made to suit anyone seeking training in best practices in social and digital marketing. The course is designed to benefit anyone seeking to find customers. It is also suitable to people new to sales and marketing, and to those with more experience who wish to improve their skills. The target group for this course includes:

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| <ul style="list-style-type: none">▪ Sales managers▪ Marketing managers▪ Client relationship managers▪ Sales training personnel▪ Marketing training coaches▪ Telephone sales and service advisers▪ Staff who are responsible for communication with customers through social media▪ Branch Managers▪ Unit managers▪ Sales and Marketing staff | <ul style="list-style-type: none">▪ PR and Communication staff▪ HR Staff▪ Accounts and Finance Staff▪ Personal Assistants▪ Secretaries▪ Procurement Staff▪ Field staff▪ Sales & Marketing Coordinators▪ Client liaison officers▪ Operations Staff▪ Technical Staff▪ ICT Staff |
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HOW WE CONDUCT OUR TRAINING

Our training approach is unique and is intelligently designed to deliver the expected outcomes of this training. It is based on consistent, sound and proven approach that we have perfected over time. Our training approach is interactive and enhances participation, understanding and absorption of new ideas and habits. Our social and digital marketing training methodology is designed to offer different challenges so that all key skills are utilized. The sessions will focus on the internal customer and teamwork. We start by introducing and explaining social and digital marketing, principles, then employ sets of carefully selected exercises designed to enhance participants' understanding of the principles.

The exercises will highlight existing challenges being faced within organizations. The exercises will be highly stimulating, though provoking and moderately challenging, but fun to carry out such that participants will learn without feeling the mental discomfort of learning. In addition, participants will be required to summarize their learning experience in a brief statement or presentation to help reinforce their learning achievement and celebrate their accomplishment.

Learn. Internalize. Apply



This will be an exciting, unforgettable, interactive and participatory seminar for your staff. The resource persons are top-notch trainers and taking into account that staff have been performing the duties relating to the scope of this seminar, the training methodology will be a combination of the following approaches:

- i. Presentations through lecturing, Group Exercises & Demonstrations
- ii. Case Studies (Group discussions and Presentation) to enable interactions between the facilitators and the participants and among participants.
- iii. Discussions on topical issues arising from the various sessions and during the scheduled plenary discussions.
- iv. Citation of real case scenarios to enhance understanding of the core concepts, issues and training strategies
- v. Role play, Games & Hands-on exercises

DGMB will deploy and use modern teaching aids aimed at making the training more exciting, inspiring and interesting. The teaching aids are numerous and serve different purposes. We have found the following teaching aids to be very effective in capturing the imagination of the trainees- *Overhead Transparencies (Coloured power point slides) and Handouts.*

LENGTH OF THE COURSE

The course duration is Five (5) days that will run as per our proposed 5-day training programme (Time Table). The length of the training is adequate to cover the entire course as shown in the timetable below. Over the duration of the training, participants will *"Learn social and digital marketing skills by being committed to delivering social and digital marketing excellence"*. In addition, they will learn the best skills, strategies and techniques to ensure that every experience is a memorable one. In these five (5) days of training, your participants will uncover the secrets of outstanding social and digital marketing skills.

PROGRAM OUTLINE

Find below the programme for this seminar:

DAY ONE	
8:00 am – 9:00 am	Arrival, Registration and Climate Setting
9:00 am – 11:00 am	What is Social Marketing & Principles of Marketing
11:00 am – 11:30 am	Mid-morning Break and Refreshments
11:30 am – 1:00 pm	Essentials of Social Marketing
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Steps of Successful Social Marketing Campaign
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day One

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DAY TWO	
8:00 am – 8:30 am	Arrival and Registration
8:30 am – 10:30 am	What is Relationship Management & overview of Relationship Management
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Relationship Management Process
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Relationship Management Standards
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Two
DAY THREE	
8:00 am – 8:30 am	Arrival and Registration
8:30 am – 10:30 am	Value of Relationship Management Strategy
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Best practices for staying connected with customers
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Negotiating with Customers
4:00 pm – 4:15 pm	Coffee/Tea Wrap up, Graduation& End of Seminar
DAY FOUR	
8:00 am – 8:30 am	Arrival and Registration
8:30 am – 10:30 am	Principles of Effective and Persuasive Communication
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Developing Effective Social Marketing
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Measuring effectiveness of Social Marketing and Relationship Management
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Two
DAY FIVE	
8:00 am – 8:30 am	Arrival and Registration
8:30 am – 10:30 am	Best Practices in Social Marketing & Relationship Management
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Role of Emotional Intelligence
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Coffee/Tea Wrap up, Graduation& End of Seminar

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YOUR COST OR INVESTMENT

We shall offer this training at a professional fee of Kshs 87,500 per person excluding VAT, for the entire duration of the course. This fee will cover our charges, costs of course preparations and training materials. This cost does not cater for transport and accommodation for participants.

ADMINISTRATION DETAILS

Dates: 30th July– 3rd Aug 2018

Time: 8:00 a.m. – 5:00 p.m.

Venue: Lake Naivasha Country Club

Attire: Smart Casual

For enquiries or registration call [David or Caroline](#) on: (+254) 722 352 680 and 0717968342.

Email: Alternatively, Email: training@dgmb.co.ke or ceo@dgmb.co.ke

CERTIFICATE OF PARTICIPATION

Participants will be awarded certificates after attending this course.

PRE-REQUISITES

No prior detailed knowledge of Social Marketing and Relationship Management is required.

QUALITY ASSURANCE

DGMB Training Services Ltd strives to provide you with the most productive, effective and value for money training experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival.

TERMS AND CONDITIONS

Disclaimer: All registrations are subject to session availability. All speakers, sessions and prices were confirmed and correct at the time of printing. DGMB Financial Services Limited reserves the right to change speakers and program details as required in addition to making changes to the schedules, venue or cancel the event altogether. **Privacy notification:** DGMB Training Services Limited respects the privacy of individuals, their sponsors, Organizations and acknowledges that the information you provide on registration form is confidential and third parties would not have access to. DGMB Training Services Limited collects this information for purposes of processing your registration and providing you information (via email and/ or mail) on upcoming events, specific products and services provided by or associated with DGMB training Services Limited.

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Kindly register by 5pm, two working days prior to the training to enable us cater for your course materials and catering requirements. [Notice of withdrawal](#): Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. However, DGMB Financial Services Limited accepts replacement(s) or substitution, made in writing, prior to the programme's commencement date. However, no substitution of participant(s) is allowable after the commencement of the training.

HOW TO PAY

1. Issue Cheques in the name of "DGMB Training Solutions Ltd" or
2. Remit the Training fees via RTGS or Electronic Funds Transfer (EFT) to our Bank, the details are: - Account Name: - DGMB Training Solutions Limited, Bank: Cooperative Bank of Kenya, Branch: City Hall Branch, Nairobi, Account Number: - 01148231039600 and Branch Code: - 11049.
3. Our PIN is P051349463P