

## **ADVANCED SOCIAL & DIGITAL MARKETING FOR RELATIONSHIP MANAGEMENT TRAINING**

**DATE: 28<sup>TH</sup> JUNE - 2<sup>ND</sup> JULY 2021**

**VENUE: PRIDE INN PARADISE RESORT -MOMBASA**

**COST: KSHS 87,500 EXCLUDING VAT PER PERSON  
FOR ONLINE TRAINING OR**

**COST: KSHS 109,500 EXCLUDING VAT PER PERSON  
FOR ON-SITE TRAINING**

**NITA REGISTERED: NITA/TRN/916**

### **INTRODUCTION**

Marketing in a digital era demands that organizations adapt and acquire new skills to take advantage of the opportunities presented by digital marketing and digital business models. The covid -19 pandemic has highlighted the importance of this even more as more products and services delivery moved to virtual to survive. Competition, commoditization, client sophistication, and transparent markets mean that few products and services can be truly differentiated. 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 behavior that benefit individuals and communities for the greater social good”. Advanced 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. 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 and digital marketing is a proven tool for influencing behavior in a sustainable and cost-effective way. It helps organizations and individuals to decide, which people to work with, what behavior to influence, how to go about it and how to measure it.

Relationship management is 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 and digital marketing for 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 salespeople 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 behavior and manage the relationship with customers to enhance brand loyalty.

## **OBJECTIVES OF THE TRAINING**

The objectives of the training include to prepare participants to have a crystal-clear understanding of:

- The key concepts, advanced marketing mix and principles of marketing with an emphasis of Digital Marketing.
- Understanding of social media marketing strategies
- Development of effective marketing plans to support relationship management objectives.
- Assesses viability of social marketing and digital marketing strategies.
- 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 client' s 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.

## **BENEFITS TO YOUR ORGANISATION**

Enables as assessment of the performance of your marketing function in relation to digitization, talent, programs and infrastructure.

- 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.
- Staff gain understanding of digital marketing relevant today.

## **BENEFITS TO PARTICIPANTS**

The benefits of this highly practical training to participants include:

- Advance understanding of social and digital marketing for relationship management
- Ability to increase brand awareness and generate more and manage inbound traffic including via social media and other digital spaces.
- 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.
- Development of a more personal approach to win more business in the future.

## **TARGET GROUP**

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:

- Sales managers
- Marketing managers
- communication with customers
- Client relationship managers through social media

- Sales training personnel
- Branch Managers
- Marketing training coaches
- Unit managers
- Telephone sales and service advisers
- Sales and Marketing staff
- PR and Communication

### OUR TRAINING METHODOLOGY

At DGMB, we have spent a couple of years developing and refining our training approach in this area. Our methodology has several features that will ensure your staff experience a robust and relevant program; one that strengthens team dynamics and the organization deliver improved results. Some of the highlights of our unique approach are:

#### ♦ **Reduced Emphasis on Formal Training**

We base our course designs on the 70:20:10 paradigms. Research indicates that about 70% of what adults learn is through on-the-job experience, 20% through social learning, and 10% through formal training. We present information in ways that engage participants and generate plenty of discussion and sharing of experiences. We also provide individual and group assignments that encourage participants to integrate new concepts into their daily work

#### ♦ **Practical and Relevant Content**

In assessing and designing customer service and communications skills course, we remembered Hermann Ebbinghaus' famous 'forgetting curve' that shows we forget 50% of learned material within one hour unless it is put into practice. Our needs analysis and instructional design practices produce engaging, real-world learning materials, customized so that participants relate fully with the content.

#### ♦ **Employing the Wisdom of Renowned Management Thinkers**

We employ the wisdom of renowned academics and authors on business and management like Henry Mintzberg who believes that:

- ✓ Management should emphasize teamwork, rather than rely on heroic individualism
- ✓ Effective staff are reflective in the context of taking action
- ✓ Management development works best as social learning in small groups

#### ♦ **Research-supported Methods**

Our training delivery is always informed by research on adult learning principles and by our experience as organizational development consultants, instructional designers and facilitators.

## Learn. Internalize. Apply



Consequently, we include plenty of opportunities for learners to apply key concepts, using scenarios and simulations, personal action plans, accountability partners, and other techniques. These methods ensure participants retain what they have learned, apply what they have learned quickly, refine their approach, and internalize learning for long-term use.

### ◆ Uncommon Focus

Few training firms follow good design principles consistently because it takes time, sustained focus and clarity. Compared to other strategies and methodologies, Inspired Kenya's office skills program will:

- ✓ Help you build strong internal communities
- ✓ Help staff learn more rapidly
- ✓ Build in lasting change through reflection
- ✓ Create working teams that are more cohesive, resilient, and productive

In this we have combined the following training approaches:

- i. Presentations through lecturing, group exercises, demonstrations and group discussions including presentations to enable interactions between the facilitators and the participants and among participants.
- ii. Discussions on topical issues arising from the various sessions and during the scheduled plenary discussions.
- iii. Citation of real case scenarios to enhance understanding of the core concepts, issues and training strategies.
- iv. Role play, games and hands-on exercises
- v. Held plenary sessions to identify way forward.

DGMB has deployed modern training aids aimed at making the training more exciting, inspiring and interesting. The teaching aids are numerous and serve different purposes. We used the following teaching aids to be very effective in capturing the imagination of the trainees:

- ✓ Overhead Transparencies (Colored power point slides), Demonstrations and emailed training materials to each participant.

### COURSE DURATION

The course duration is Five (5) days that will run as per our proposed 5-day training programme (Timetable). 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 advanced 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

## TIMETABLE

Find below the programme for this seminar:

<b>DAY ONE</b>	
8:00 am – 9:00 am	Arrival, Registration and Climate Setting
9:00 am – 11:00 am	What is Advanced Social Marketing & Principles of Marketing
11:00 am – 11:30 am	<b>Mid-morning Break and Refreshments</b>
11:30 am – 1:00 pm	Essentials of Digital Marketing
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	Steps of Successful Social Marketing Campaign/Digital Marketing
4:00 pm – 4:15 pm	<b>Coffee/Tea, Wrap Up &amp; End of Day One</b>
<b>DAY TWO</b>	
8:00 am – 8:30 am	Arrival and Registration
8:30 am – 10:30 am	Advanced marketing for Relationship Management
10:30 am – 11:00 am	<b>Mid-morning Break and Refreshments</b>
11:00 am – 1:00 pm	Relationship Management Process
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	Relationship Management Standards
4:00 pm – 4:15 pm	<b>Coffee/Tea, Wrap Up &amp; End of Day Two</b>
<b>DAY THREE</b>	
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	<b>Mid-morning Break and Refreshments</b>
11:00 am – 1:00 pm	Best practices for staying connected with customers
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	Digital Marketing Strategies
4:00 pm – 4:15 pm	<b>Coffee/Tea Wrap up, Graduation &amp; End of Seminar</b>
<b>DAY FOUR</b>	
8:00 am – 8:30 am	Arrival and Registration
8:30 am – 10:30 am	Principles of Communication for advanced Marketing Managing Traffic on platforms
10:30 am – 11:00 am	<b>Mid-morning Break and Refreshments</b>
11:00 am – 1:00 pm	Developing Effective Social Marketing
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	Measuring effectiveness of Social Marketing and Relationship Management



**Learn. Internalize. Apply**



## **YOUR INVESTMENT**

We shall offer this training at a professional fee of **Kshs 87,500 (Virtual) per person excluding VAT or Kshs 109,500 (Classroom) 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: 28<sup>th</sup> June 2021 – 2<sup>nd</sup> July 2021 Time: 8:00 a.m. – 5:00 p.m.  
Venue: Pride Inn Paradise Beach Resort-Mombasa Attire: Smart Casual  
For enquiries call [David or Caroline](#) on: (+254) 722 352 680/ (+254) 717 968 342.  
Email: [dgmbfinance@gmail.com](mailto:dgmbfinance@gmail.com)

## **PRE-REQUISITES**

No prior training in Social Marketing and Relationship Management is required.

## **QUALITY ASSURANCE**

DGMB Training Solutions 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 Training Solutions 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 Solutions 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 Solutions 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 Solutions Limited. 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 Training Solutions Limited accepts replacement(s) or substitution, made in writing, prior to the commencement date of the Seminar. However, no substitution of participant(s) is allowable after the commencement of the training.

## **CERTIFICATE OF PARTICIPATION**

Participants will be awarded certificates after attending this course.

**Learn. Internalize. Apply**



## **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