



## HOW

### ROADMAP TO SUCCESSFUL EXECUTION

Can your marketing team effectively translate strategy into action so that it delivers business results?

How to get the job done and deliver results is the ultimate lever to brand growth. Flawless execution is a must have skill to ensure a brand overcomes barriers or stimulates triggers for business growth.

Bringing strategy to life with perfect execution is a deliberate process to trigger purchase. This is a process that entails design, planning and execution guidelines and benchmarks to ensure the right results at the right time.

Flawless execution planning needs to be timely to ensure the design and planning by the right people at the right time.

This workshop programme is designed to create effective learning using Aperio's tried-and-tested methodology for excellence in marketing, using practical examples and case studies.

#### PROGRAMME OUTLINE:

- Increasing consumption
- Overcoming purchase barriers
- Overcoming trial barriers
- Value & affordability
- Route to market - impact to marketing plans
- Effective promotions
- Building brand credibility via PR, word or mouth, endorsements etc.

#### KEY TAKEAWAYS:

- A 'Skill Base' to communication plan that delivers on investment and is responsive
- A toolkit containing relevant templates, models and supporting documents
- Team personal commitments and action plan that sets KPI's around a live business problem/opportunity
- Ongoing coaching and support from Aperio Team of consultants

Take advantage of our free team assessment by emailing [Masingita@aperio.co.za](mailto:Masingita@aperio.co.za)