



## WHO

### STRATEGIC TARGETS AND PRIME PROSPECTS

Is your marketing and sales team aware who their strategic targets and prime prospects are to effectively develop marketing plans for growth?

Target audience needs to go beyond who you are targeting to what this means for brand growth and therefore effective return on marketing investment. You need to ensure your target is big enough to drive growth. Understand their needs to ensure that your communication is meaningful and actionable.

Strategic target audience and prime prospects will enable your team to comprehensively profile their strategic target and prime prospects to ensure succinct inspiring marketing plans and efficient return on marketing investment as you grow brand presence.

Is your marketing team definition of their strategic target audience and prime prospects sufficient, meaningful and actionable to ensure brand growth?

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 teams will be able to properly define their strategic targets and prime prospects.

#### PROGRAMME OUTLINE:

- Defining strategic targets & prime prospects
- Ensuring they are sufficient, meaningful & actionable
- Holistic profiling
- Consumer research, research methodologies and best practices
- Understanding consumer insights & consumer needs.

#### KEY TAKEAWAYS:

- A 'Skill Base' for defining your strategic prospect
- 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)