

Blended Marketing Strategy in the Digital Age

How to have it All

PROFESSIONAL



To create high-value interactions and profitable relationships with customers and stakeholders, business professionals need to have an effective marketing mindset to provide the right experience and personal touch. We are at risk when we are slow in making changes and adapting to the disruptive economy. Many companies are still following the traditional 4Ps approach, using the product, place, price and promotion strategies, which was developed in the 1960s, to direct and manage their business. In the era of Industry 4.0, is the 4Ps approach still sufficient to help companies survive and outperform competitors? Or do we need a new perspective to set the path for marketing in the digital economy?

In this intensive one-day programme, we introduce the use of the SAVE framework for marketing in the digital age. SAVE is an acronym for Solution, Access, Value and Education. The SAVE framework offers a refreshing and an innovative perspective to extend and rejuvenate the 4Ps approach in marketing. It aims to provide key decision makers and business professionals with an organised and structured framework to integrate their marketing strategies for the digital and experience age.

Who Should Attend

Business leaders, marketing and non-marketing professionals who need to create value and deliver profitable customer relationships for their organisations.

Programme Objectives

At the end of the programme, participants would acquire the skills to:

- Develop an innovation-oriented product / service strategy.
- Bridge the divide between online and offline cross-channel strategy.
- Choose the right pricing strategy that is attractive to customers and generates profit.
- Formulate an interactive marketing communications strategy that moves customers to action.
- Integrate the online and offline traditional marketing actions to create an overall blended marketing strategy.

Programme Outline



Evolution of marketing from the traditional 4Ps approach to the SAVE framework for the digital age



Developing customer-centric solutions that work



Approaches to creating accessibility of products and services that enhance user experience



Approaches to create and deliver value for products and services that translates into long-term profitable customer relationships



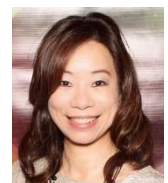
Generation of educational content based on the customers' unique interests



Creation of a blended marketing strategy

Facilitator

Dr Patricia Lui is Lecturer of Marketing at Singapore Management University. She is known for her work in Influencing Buyer Behaviour, Brand Management, Marketing and Marketing Research. She has over 20 years of international experience. Over the years, she had trained participants from ABB, ACRA, Brother International, Canon, Epson, DBS Bank, Dairy Farm, Dutch Lady, Hong Kong & China Gas, Manulife, Ministry of Manpower, Panasonic, Philips, Siemens Medical Instruments and many other companies globally.



■ Intake

26 March 2019

■ Class Timing

9.00am – 5.00pm

■ Fee

\$909.50 incl. GST

SkillsFuture Credit

Singaporeans (aged 25 & above) self-sponsoring the programme fee may claim for their SkillsFuture Credit.

■ Venue

Singapore Management University

■ Assessment Timing

5.00pm – 6.00am

■ Fee after 70%

SkillsFuture Funding (T&Cs apply)

\$272.85 incl. GST
(for Singapore Citizens / PRs)

Singapore Management University
SMU Academy | Human Capital, Management & Leadership
School of Accountancy Building
60 Stamford Road Level 4 Singapore 178900

© Copyright 2018 Singapore Management University. All Rights Reserved.

For more information, please contact:

Mr Tan Kim Guan / Ms Caren Chiang
Mr Damone Teo / Ms Janel Tan
Phone: +65 6828 1966 / +65 6808 5361
+65 6828 0071 / +65 6828 1937
Email: cps@smu.edu.sg Website: academy.smu.edu.sg

Scan the QR code to visit programme website

