

# BOOST YOUR MARKETING STRATEGY: BECOME AN EXPERT IN BUSINESS GROWTH

Learn how to attract, convince and retain your customers for sustainable growth.

## ON THE AGENDA:

- **The strategic role of marketing:** Discover how marketing promotes growth, differentiation and competitiveness for your business.
- **Analysing your market:** Learn to understand your customers' needs, behaviours and expectations so you can better respond to them.
- **Build a compelling value proposition:** Define a clear, consistent and distinctive offering to set yourself apart in the market.
- **Deploy an effective marketing plan:** Design targeted actions and measure their impact to maximise commercial results.
- **Strengthen cross-functional collaboration:** Adopt a cross-functional approach to align teams and make marketing a driver of overall performance.

## INTERACTIVE TRAINING

### INTERACTIVE



### CUSTOMISED



### INNOVATIVE



### HUMAN-CENTRED



## Prepare, practise and progress with our innovative tools and human-centred approach!

- **Online preparation:** Access our Shareforce Academy platform for videos, a detailed programme and interactive modules designed to meet your individual needs.
- **Flexible programme:** Choose a one-day or multi-day training course, with collaborative workshops and case studies that promote interactive and human-centred learning.
- **Proactive approach:** Learn key concepts before each session to maximise your impact, with personalised support.
- **Personalised follow-up:** Benefit from interactive tools and ongoing support to deepen your knowledge between sessions, with a focus on your personal development.

## Artificial intelligence at the service of your progress

Throughout the training, we will also use artificial intelligence as a cross-functional tool to enrich analysis, compare data, generate ideas and facilitate decision-making. You will discover the fundamentals of its use and explore how AI can become a concrete lever for gaining efficiency and relevance in your professional activities.

**Make marketing a real lever for growth for your company. Train yourself to act methodically and effectively!**