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Strategic Marketing Plan Training FAQ 战略营销规划培训常见问题解答:

Question: What exactly is a Strategic Marketing Plan? 提问: 战略营销规划究竟是什么?

Answer: A Strategic Marketing Plan is a plan that outlines the various marketing opportunities matched to the resources and abilities of your company. This approach improves company efficiency in all areas, which helps improve revenue and market share growth, and minimizes expenses - all of which lead to higher profitability.

答案: 战略营销规划是罗列出各种与贵公司资源和能力相匹配的营销机遇。这种方法提高公司各方面效率,从而帮助提高收入和市场占有,并最小化成本——这些成果都可达成提高利润。

Question: What is included in the Training? 提问: 培训内容是什么?

Answer (答案):

- 1. Introduction to Strategic Marketing Planning 介绍战略营销规划
- 2. SWOT Analysis and why it is important 优劣势分析法以及其重要性
- 3. Growth Strategies and how to use them 成长战略以及使用指南
- 4. Why is Strategic Brand Management important? 战略品牌管理的重要性
- 5. How to start developing your own Strategic Marketing Plan 如何开始打造您专属的战略营销规划