

Marketer's Toolkit Workshop

What You Need To Succeed



Go-to-Market Playbook:

Turning Managers into Market Makers.

Applying marketing effectively means the difference between leapfrog successes or costly drop. Covering everything from customer programs to ad campaigns to sales promotions, this is a marketing essential track every marketer must know for their career, including a hands-on guide to turning opportunities into profits.

This new program provides comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in marketing and Economics. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge, the Marketer's Toolkit program is a solution-oriented training program to put answers to your most relevant questions in the palm of your hands.

1

SPINE

Define Where To Play,
& How To Win.

2

SKILLS

Building the core
Skillset That Turn
Strategy into Market
Action

3

SYSTEMIZE

Operationalize Via
Plans, Governance, and
Experiments.



Strategic Framing

If you start wrong,
everything after is
wasted.



Value Proposition

If your value
proposition is
vague, your brand
is replaceable.



Growth Strategy

Your job isn't to
"market," it's to
grow the business.

AIM 4 Effective Marketer's Skillset

Who Should Attend?

If you're a marketing manager or supervisor aiming for a bigger role, better market impact, or the job you actually want, this program is built for you. Most marketers don't lose opportunities because they lack effort. They lose them because they:

- Execute tasks without a strategic storyline,
- Rely on intuition without evidence,
- Talk in campaign language instead of business language,
- Measure activity instead of impact.

This workshop aims at fixing that. In 40 hours, you'll build a complete strategic marketing plan for a real brand, using a fulling integrated set of toolkits and core strategies. You won't just "learn concepts" you'll walk out with a portfolio of outputs that hiring managers and CEOs respect.



“Great Marketing Doesn’t Chase Customers — It Shapes Their Choices.”

On Completion

Attendees will be able to

- Diagnose a market like a strategist (not a task executor).
- Build human-centered insight using behavioral economics lenses.
- Translate insight into clear positioning, pricing, channels, comms, and growth bets.
- Design a “boardroom-ready” marketing plan tied to business objectives and ROI.
- Showcase a portfolio of outputs that materially improves employability.

Takeaways

1. Market Situation Canvas
2. Segmentation + JTBD Sheet
3. Value Proposition Charter
4. Positioning & Brand Meaning Map
5. Growth Ladder Roadmap
6. Pricing Waterfall + Behavioral Pricing Experiment
7. Omnichannel RTM Map
8. Communication Strategy Brief
9. KPI Tree + Dashboard
10. Full Strategic Marketing Plan Deck

Total Investment Breakdown:

	Investment
Total Investment for 10 Sessions x 4hours	EGP 37,500

* A total amount of EGP37,500 is due at least 15 days pre to the kickoff start date for securing your seat

** All payments are net of VAT and any equivalent governmental charges.

OUR APPROACH

At AIM Consulting we believe that we have a role in building a better business community; that facilitate further development and boundary discovery and expansions, using our ABC approach. **ASSESS**, **BUILD**, and **CONFORM**, for LEADING EFFICIENT professional application and business benefits that fits your very specific business needs and appetite for becoming sustainable competitive.

