

Advanced Marketing and Relationship Management Skills

COURSE OVERVIEW

This advanced course is designed to elevate participants' ability to build strategic marketing initiatives and manage high-value client and stakeholder relationships. It bridges the gap between traditional marketing and modern relationship management by focusing on customer-centric strategies, brand loyalty, and long-term business growth. Delegates will explore how to align marketing with business objectives, deepen customer relationships, and leverage digital tools to enhance engagement and retention. Practical frameworks and interactive exercises are used throughout to ensure immediate workplace relevance.

WHO SHOULD ATTEND?

This course is ideal for Marketing Managers, Relationship Managers, Client Service Executives, Business Development Professionals, Brand Strategists, and Commercial Leaders responsible for client growth, retention, and stakeholder engagement.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Develop marketing strategies that align with organizational goals and customer needs
- Apply segmentation and targeting to improve marketing ROI
- Manage key customer and stakeholder relationships with confidence
- Use data and analytics to drive customer engagement and retention
- Handle objections, build trust, and strengthen emotional connections
- Design relationship-based campaigns for long-term value creation

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Advanced customer segmentation and persona development
- Metrics and tools for monitoring marketing performance
- Emotional intelligence in relationship management
- Client retention strategies and loyalty-building techniques
- CRM systems, automation, and personalised outreach
- Strategic communication and trust-building frameworks
- Omnichannel engagement and customer journey mapping
- Practical simulations, feedback exercises, and campaign planning

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded