

Shopper Marketing



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OVERVIEW

Explore the strategies to influence buying decisions at the point of purchase by understanding consumer behavior and leveraging shopper insights.

PROGRAM OBJECTIVES

- To grasp the principles of shopper marketing and its impact on consumer purchasing.
- To generate and utilize shopper insights for creating targeted marketing campaigns.
- To integrate digital tools into shopper marketing strategies.

WHAT YOU WILL LEARN

- Methods for mapping the shopper journey and identifying key touchpoints.
- Strategies for engaging customers through personalized marketing efforts.
- Techniques for measuring and optimizing shopper marketing campaigns.

KEY BENEFITS

- Develop skills to craft effective shopper-centric marketing strategies.
- Enhance the ability to analyze and apply shopper data in real-time.
- Stay competitive in evolving retail environments with innovative shopper engagement tactics.

WHO SHOULD ATTEND

Shopper marketing managers, brand managers, and retail marketing professionals.

PROGRAM FORMAT

Combination of interactive live online sessions and detailed self-paced study, scheduled from 6:00 PM to 9:00 PM over five days.

PROGRAM FEE

PHP 7,500.00 per head

WHO SHOULD ATTEND

Sales managers, key account managers, professionals in client-facing roles.

PROGRAM FORMAT

Interactive live sessions and practical exercises, conducted online from 6:00 PM to 9:00 PM across five evenings.

PROGRAM FEE

PHP 7,500.00 per head

FOR INQUIRIES AND REGISTRATION

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