

Course : Successful operational marketing

the right action levers

Practical course - 3d - 21h00 - Ref. MAR

Price : 1820 € E.T.

★★★★☆ 4,6 / 5

Operational marketing covers a wide field, from print advertising to email campaigns and event communications. This training course will help you get your bearings, and teach you how to turn a marketing strategy into an operational action plan.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Building an operational marketing plan
- ✓ Developing a direct marketing campaign
- ✓ Disseminating communication through different media
- ✓ Measuring actions

Intended audience

Marketing directors and managers, product managers, market managers, point-of-sale sales managers, CRM or customer relations managers.

Prerequisites

Basic knowledge of marketing.

Practical details

Hands-on work

Theoretical input, practical exercises, case studies and feedback.

Course schedule

1 Understanding the scope of operational marketing

- Distinguish between operational and strategic marketing.
- Master the fields of action of operational marketing.
- Discover developments and trends in operational marketing.

Storyboarding workshops

Brainstorming and quizzes on operational marketing.

PARTICIPANTS

Marketing directors and managers, product managers, market managers, point-of-sale sales managers, CRM or customer relations managers.

PREREQUISITES

Basic knowledge of marketing.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

2 Drawing up an operational marketing plan

- Market analysis: demand, competition and analysis tools.
- Strategy: segmentation, targeting and positioning.
- Defining the marketing mix: the 4Ps (Product, Price, Place and Promotion).
- Set up your operational marketing plan: objectives, planning, budget...

Hands-on work

Build a SWOT analysis and develop an operational marketing plan.

3 Use communication, promotional and sales tools

- Master the key points of an on and offline advertising campaign: copy strategy, media planning...
- Produce sales aids: product sheets, sales pitches, brochures, leaflets...
- Manage event communications: events, public relations operations, street marketing, etc.

Hands-on work

Creativity workshop based on a copy strategy. Creation of a sales pitch and presentation.

4 Launch a direct marketing campaign

- Know the specifics and conditions of use of direct marketing.
- Run a direct marketing campaign: mailing, couponing, ISA, telemarketing...
- Buy and rent customer files.

Hands-on work

Building a mailing operation from A to Z.

5 Integrating digital tools into your operational marketing

- Understanding the digital revolution.
- Understand new customer behaviors.
- Use the Web and mobile: email, newsletters, SMS, chat, geolocation, apps...
- Improve your presence on social networks (Facebook, X (formerly Twitter), Instagram, LinkedIn...)

Storyboarding workshops

Discussions on the use of social media in operational marketing.

6 Monitor and measure results

- Define indicators according to actions and objectives.
- Create a dashboard: indicators, flashing lights, alerts, etc.
- Select and evaluate external service providers.

Storyboarding workshops

Creation of an operational marketing dashboard.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

REMOTE CLASS
2026 : 17 June, 14 Sep.

PARIS LA DÉFENSE
2026 : 17 June, 14 Sep.