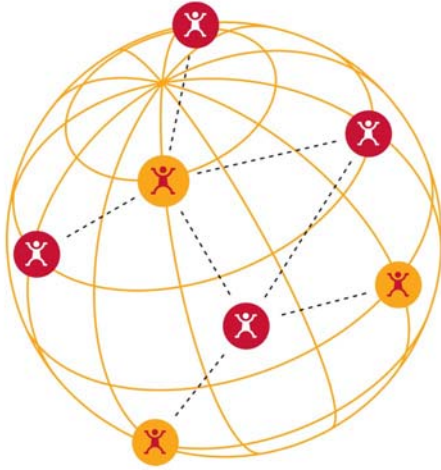


## TRAINING PROGRAM OUTLINE



### MKG-110E **MARKETING STRATEGIES FOR NEW SERVICES & APPLICATIONS**

#### DESCRIPTION

A 5-day Training Program to provide participants with knowledge and techniques for the development of marketing strategies and plans to implement more profitable offerings for new telecommunications services and applications.

#### OBJECTIVES

- Provide an understanding of the global telecommunications environment and its impacts on the business of existing operators
- Present various new telecommunication technologies and applications including WiMAX, NGN, 3G, LTE , 4G, presence and convergence
- Provide a refresher on the essentials of marketing
- Present the newer marketing techniques that make use of the Internet, mobility and Information Technology
- Provide marketing strategies, tools and tactics for launching new services and applications



- Survey key marketing strategies and tactics in use worldwide for new telecommunication offerings

## TOPICS

- Global environment and trends
  - Deregulation and competition
  - Globalization
  - New telecom players
  - Global trends and impacts
- New technologies & applications
  - Access – DSL, cable, Wi-Fi, WiMAX, WiBRO, LTE
  - Core – IP networks, mobile technologies
  - Convergence – NGN, FMC, ICT, content and media
  - Applications – messaging, news & information, music, video, television, presence, games, payments, advertising
  - Devices – handsets, PDAs, computers
- Marketing strategies and tactics
  - Marketing essentials – environment, customers, competition, 4Ps
  - Key marketing measures – ARPU, ROI, churn/attrition
  - New marketing techniques
    - Internet-based – Web 2.0, blogs, social networks, emails
    - Mobility-based – location-based marketing, special content
    - Database-based – CRM, mass customization
    - Viral marketing, guerrilla marketing
  - Survey of strategies in use
  - Case studies



## TARGET AUDIENCE

- Telecommunications managers and personnel responsible for marketing, sales, business development and strategic planning of new services and applications
- Managers looking to complement their skill-set by gaining a good understanding of marketing strategies for new services and applications

## METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

## LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at [training@neotelis.com](mailto:training@neotelis.com).

## EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

