

Modern Marketing Academy

| Marketing | Innovation | Soft Skills

What does it entail?

QBS, in partnership with Microsoft, is happy to introduce you to the Modern Marketing Academy. This program, co-created by Lepaya & Make Marketing Magic, consists of six training modules to help you become (even more) successful in your role as marketing professional or business owner. Expect **marketing** tools as well as **soft skills** & touches of **innovation** methodology.

Why should you participate?

The Academy emphasizes on **training & practice** and will fully enable you with knowledge & tools to independently create new marketing propositions for Microsoft technology. **Learn to differentiate, communicate effectively & grow your business!**

The Modern Marketing Academy takes you through 6 modules in a blended learning approach;

START

Contact us to learn when the next academy starts on:

marketing@qbsgroup.com

SETTING

- Virtual Classroom:
- 6x 2.5 hrs
- In 3 months
- Groups of 10-12 people

COST

€ 1.000,- EUR per person

Can be paid with your QBS Co-op.



GET THE THEORY

In App - 1 week prior to the classroom



PRACTICE IN CLASS

Virtual Classroom
2.5 - 3 hours per Module



APPLY ON THE JOB

In App - evaluation 1 week after the classroom

Testimonials

"I have found the course provided by Microsoft Marketing Academy insightful and beneficial. I was somewhat familiar with the topics, however, the opportunity to discuss and learn among my peers has given me additional insights and valuable experience to take with me. My favorite topics were structured storytelling and marketing execution plan, I will definitely bring these into my everyday marketing strategy!"

Marcia Garcia Ramirez –
Microsoft Partner / Marketing Manager

"I really enjoy the MMA program! It is very informative and thought provoking. Getting to discuss issues with my peers really helps consolidate the information. The biggest topic I took from the training was to look at the marketing from the purchaser's perspective. The interaction with others gives a very different viewpoint on topics which makes you rethink your marketing plan."

Elaine O'Doherty – Microsoft Partner / Financial Controller

"The MMA provides marketing training that is very tailored to the shared market that many Microsoft partners operate in. The practical nature of the course allowed us to apply learnings to real-life scenarios within the class. By applying them once, it was easier to apply them again in our working lives. Working and sharing insights with other participants have allowed us to share experience and learn from each other which is always helpful."

Anonymous – Irish Dynamics Partner

Training Modules

1

3 hrs

Kick off & Business Model Canvas

- Get to know each other
- Formulate short term & long term ambitions to create direction
- Practice to add value to your business by using the Business Model Canvas

2

2.5 hrs

Potential Market & Buyer Persona

- Understand your market potential & what this means for your ambitions
- Identify & dive into your Buyer Persona for more effective lead generation
- Learn how to engage with your Buyer Persona

3

2.5 hrs

Structured Storytelling

- Learn to apply structure to your communication and a clear logic and reasoning
- Practice to scope the question at hand and define your recommendation
- Practice to tailor a message to the audience and goal

4

2.5 hrs

Marketing Execution Plan

- Recognize the importance of the buyer journey
- Learn how to create valuable content & offers for your Buyer Persona
- Create a content plan

5

2.5 hrs

Channels & Sales Model

- Recognize the role & focus of a marketing team and alignment with sales
- Learn how to align & prevent your teams from working in silos
- Understand how to help colleagues to successfully sell the proposition

6

3 hrs

Impactful Influencing

- Recognize attitude and stance of a conversation counterpart
- Understand the link between the stance of a counterpart, and the optimum influencing approach
- Practice to actively switch between influencing approaches to reach the desired outcome



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