

Building a Winning Enterprise Marketing Strategy

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

48m

Estimated study time

48m 59s

Instructor

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Introduction

1

Drive revenue growth with enterprise marketing

Effective enterprise marketing strategies enable businesses to effectively reach and engage their target audience, differentiate themselves from competitors, retain their existing customers, and drive revenue growth.

Fundamentals of Enterprise Marketing

2

Enterprise marketing fundamentals

Enterprise marketing focuses on growth and expansion, in addition to closing sales and deals.

3

Assess your organization's goals

Instead of running a single campaign or tactic, enterprise marketing considers how customers operate in various places simultaneously.

4

Align your teams

Enterprise teams are cross-functional and large.

Build a Global Customer Base

5

Create relevant content across markets

Organizations must remain cohesive and consistent at the strategic communications level while marketing globally.

6

Build brand awareness and loyalty

Scaling brands across different languages and cultures also brings challenges.

7

Establish strong customer relationships

International market targeting helps highlight the similarities and differences between groups of people.

8

Support your existing customers

In a winning enterprise marketing strategy, providing value to existing customers and market engagement are paramount.

Differentiate from the Competition

9

Analyze your competitors

Enterprise companies must constantly analyze competitors so they can specifically communicate product advantages.

10

Identify additional revenue opportunities

Because of their size, enterprise companies don't often focus on competing for customers.

11

Build your social media presence

Social engagement is an easy way to reinforce brand messaging, especially if the competition has been neglecting their social engagement duties.

Avoid Common Pitfalls

12

Keep your team informed

Enterprise marketing teams are often made up of specialists and subject matter experts.

13

Win stakeholder buy-in

Winning enterprise marketing strategies are often subject to many opinions from many stakeholders.

14

Prepare for external disruptions

Enterprise marketing teams have to consider a variety of factors that could disrupt their company, including the economy and the environment.

15

Overcome budget reductions

At the enterprise level, margins are sensitive.

Conclusion

16

Time to build

Enterprise-level companies need well-planned strategies, SaaS marketing tools, and workflow processes to achieve their goals and maintain productivity and efficiency.

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