

SUCCESSFUL PRODUCT LAUNCHING & BRAND POSITIONING

“Bring Products to Market with Impact and Establish a Strong, Memorable Brand Presence.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

Launching a new product successfully requires careful planning, strategic positioning, and flawless execution. Equally important is creating a strong brand identity that resonates with the target audience and differentiates the product in a competitive market.

The Successful Product Launching & Brand Positioning course equips participants with practical knowledge, tools, and strategies to plan and execute effective product launches while establishing compelling brand positioning. Participants will learn to analyze markets, define unique value propositions, engage audiences, and measure launch success.

Objectives

By the end of this course, participants will be able to:

- Understand the principles of product launching and brand positioning.
- Conduct market research and competitor analysis to identify opportunities.
- Define target audiences and develop positioning strategies.
- Craft unique value propositions that resonate with customers.
- Plan, manage, and execute product launch campaigns effectively.
- Integrate marketing, communication, and sales strategies for launches.
- Measure and evaluate launch success using relevant metrics.
- Manage brand image, reputation, and long-term positioning in the market.

Why Attend

A successful product launch and strong brand positioning are key drivers of market success and long-term growth. This course provides actionable insights, practical frameworks, and real-world examples to ensure participants can launch products confidently while building a lasting brand presence.

Target Audience

This course is suitable for:

- Product Managers and Brand Managers
- Marketing and Sales Professionals
- Entrepreneurs and Startup Founders
- Business Development Executives
- Marketing Communications and PR Professionals
- Anyone responsible for launching or managing products in the market

Individual Benefits

- Gain practical skills in planning and executing successful product launches.
- Learn to develop compelling brand positioning and value propositions.
- Enhance market analysis, strategic thinking, and decision-making skills.
- Improve confidence in coordinating multi-functional launch campaigns.
- Strengthen professional credibility in product and brand management.
- Acquire actionable tools to measure launch success and optimize performance.

Organizational Benefits

- Increase success rate of new product launches.
- Enhance brand visibility, recognition, and loyalty.
- Align product, marketing, and sales strategies for maximum impact.
- Improve cross-functional collaboration and efficiency during launches.
- Reduce risk of launch failures through structured planning and execution.
- Build internal capability for strategic product management and brand positioning.

Instructional Methodology

The training employs an interactive, practical approach through:

- Case studies of successful product launches and brand positioning strategies
- Hands-on exercises in market research, positioning, and campaign planning
- Workshops on developing value propositions, messaging, and branding
- Role-playing scenarios for launch presentations, PR, and sales engagement
- Group discussions and peer feedback on launch strategies
- Tools and templates for monitoring, tracking, and evaluating launches
- Continuous guidance, Q&A sessions, and coaching from experienced instructors

Course Outline

- Module 1: Introduction to Product Launching and Brand Positioning
- Module 2: Market Research and Competitive Analysis
- Module 3: Identifying Target Audience and Customer Segmentation
- Module 4: Developing Unique Value Propositions and Brand Messaging
- Module 5: Launch Planning – Strategy, Timelines, and Resources
- Module 6: Marketing, Communication, and PR Strategies for Launch
- Module 7: Sales Enablement and Channel Alignment
- Module 8: Digital Marketing and Multi-Channel Campaign Execution
- Module 9: Measuring Success – Metrics, KPIs, and Feedback Analysis
- Module 10: Capstone Project – Designing a Complete Product Launch and Brand Positioning Plan

Certification

Upon successful completion, participants will receive a Certificate in Successful Product Launching & Brand Positioning, recognizing their ability to plan, execute, and manage impactful product launches while establishing strong market positioning.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

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