

Proxi LEARN

LEARN FROM SAAS CMOS THROUGH PROVEN FRAMEWORKS,
PRACTICAL ACTIVITIES AND PEER REVIEW.

World-Class SaaS Marketing Plan

CEOs ask us – How can I **get confidence** our marketing plan will **deliver tangible outcomes** and **ARR growth** this time around?

Marketers ask us – How do I **get buy in** from **my leadership team** when everything is deemed important and urgent?

Our answer? A ten-week course **for marketers smart enough** to realise they don't know everything – yet. No matter if you're a beginner or not-so-new we tailor the programme to fit, you, your company, and **the journey** you're both on.



It's about team work

You and your marketing plan are destined to fail if you're not aligned with the company strategy and growth plan. Unfortunately, we see it happening too often.

Your CEO or revenue lead is invited to join us for two coaching sessions - pre- and post-course. Together, we'll make sure you have the information you need to succeed. You will appreciate learning how to talk about your plan in a way they understand and buy into (not as easy as it sounds).

All information shared during the course is confidential.



You're not alone

It's hard marketing globally from NZ. All too often we compete with bigger in-market teams who have bigger budgets. How do you figure out where to focus to get the outcomes your business depends on?

No University can teach you this, and it would take years to learn. All wrapped into bite size chunks of practical steps you get to apply immediately.

Designed to be delivered remotely, this course has its own Proxi LEARN workbook, includes interactive workshop sessions, plus you get a great cohort of 6-8 fellow classmates.



Let's talk about ROI

By the end of the course, your company gets an immediate return on investment.

You have developed an actionable, affordable and measurable marketing plan. Your CEO has confidence in your strategic approach. You're empowered and able to focus on what matters. You know how to manage the plan and measure performance.

Course numbers are strictly limited. To find out about dates and reserve your place now, visit info.proxi.co.nz/proxi-learn-registration

COURSE OVERVIEW

Objective: develop and execute a marketing strategy that delivers business outcomes to a realistic budget

Learning outcomes:

- Identify areas of improvement in your marketing capability and skills
- Align marketing with the business - objectives, operations, processes
- Develop your marketing plan, budget and KPIs dashboard

How it works:

- 100% online, with course certificate
- Six 2-hour group sessions facilitated by Proxi CMOs
- Ten 45-min peer-facilitated calls
- Two-three hours of 'homework' weekly
- Three individual coaching sessions
- Suitable for beginner to intermediate marketers

Session details:

- W1 Coaching with CEO/revenue leader
- W2 Strategic alignment
- W3 Building a marketing plan
- W4 Plan development, individual coaching
- W5 Marketing plan workshop
- W6 Building a marketing budget and tracking performance
- W7 Budget and dashboard development
- W8 Marketing budget workshop
- W9 Ask us anything workshop
- W10 Coaching with CEO/revenue leader

Check out your tutors



Jane
Smallfield



Christelle
Blanchet-Aissaoui