CENTRAL BANK OF EGYPT
Egyptian Banking Institute

البنك المركزى المصرى
المعهد المصرفى المصرى

Marketing Landscape & Strategies for SME

COURSE CODE: 12739

COURSE HOURS: 8

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Course Description:
This program empowers SME managers with the strategic marketing knowledge needed to position their business offerings competitively and grow their client base. Participants will move through the full arc of marketing strategy—from setting a clear strategic aim and identifying market opportunities to crafting a differentiated competitive position and building an integrated marketing mix. The program also explores the intersection of marketing strategy with digital transformation and evolving business models, equipping leaders to drive sustainable growth in a rapidly changing marketplace.

Target Audience:
Managers & Senior Managers of the SME Sector

Course Objectives:
By the end of this program, participants will be able to:

- Establish a clear strategic marketing aim and determine the key strategic priorities and tactics required to achieve it.
- Evaluate market opportunities and develop a strategic targeting approach relevant to the SME sector.
- Design a differentiated competitive positioning strategy that creates a compelling value proposition for SME clients.
- Develop an integrated marketing mix strategy (4Ps/7Ps) aligned with the desired competitive positioning and SME customer value proposition.
- Analyze how marketing strategy, business models, and digital transformation can be leveraged to drive sustainable business growth and develop a practical marketing strategy roadmap that translates strategic priorities into actionable initiatives.

Course Outline:
Module 1: Strategic Aim & Market Understanding (120 Minutes)

- What is a marketing strategy, and why does it matter for SME banking
- Setting a strategic aim: vision, goals, and success metrics
- Translating strategic aims into key marketing priorities and strategic tactics
- Understanding the SME market landscape in Egypt
- Environmental analysis:
    - External Environment Analysis: Macro Environment (PESTEL Analysis) and Industry / Competitive Environment (Porter's Five Forces)
    - Internal Environment Analysis: Resources & Capabilities and Core Competencies
    - Strategic Situation Analysis: SWOT Analysis
    - Strategy Formulation: TOWS Matrix

Module 2: Market Segmentation & Targeting (90 Minutes)

- Segmentation criteria: geographic, demographic, behavioral, psychographic
- Identifying high-value SME segments and market opportunities
- Evaluating segment attractiveness: size, growth, competition, fit
- Targeting strategy: concentrated, differentiated, or mass approach
- Workshop: segment mapping exercise

Module 3: Competitive Positioning (60 Minutes)

- Defining your value proposition and unique differentiator
- Positioning map: plotting your brand vs. competitors
- Crafting a positioning statement that resonates with SME clients

Module 4: Marketing Mix Strategy (90 Minutes)

- The 7Ps of services marketing: aligning the marketing mix with competitive positioning and SME customer value proposition
- Product/service design aligned with SME needs
- Pricing strategy: value-based, competitive, and cost-plus approaches
- Channels, distribution, and client touchpoints
- Promotion: digital, relationship, and event-based approaches
- People, process, and physical evidence in service delivery

Module 5: Digital Transformation & Evolving Business Models (120 Minutes)

- How digital transformation is reshaping SME banking marketing
- Impact of digital channels on the SME customer lifecycle across acquisition, engagement, retention, and advocacy
- Digital channels: social media, SEO, CRM, and mobile banking
- Data-driven marketing: using analytics to refine strategies
- Aligning marketing tactics with new and emerging business models
- Action Planning: Building a Marketing Strategy Roadmap Using the SOSTAC Model

Assessment Strategy:
The participants will be assessed on their participation, group exercises, and individual exercises.

Upon Successful Completion of this Course, participants will obtain:
0.7 CEUs

Course Language:
Training Material: English
Facilitation: Bilingual

Prerequisites:
N/A

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15200
One number to better serve you!

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