

# MARKETING YOUR RETAIL ORGANISATION: STRATEGY, POSITIONING, AND CUSTOMER GROWTH

Understand effective positioning, develop strategic marketing approaches, and activate the right channels to attract customers.

## Programme Overview

Marketing Your Retail Organisation is a three-day executive programme designed to equip retail leaders with practical tools to improve positioning, increase customer acquisition, and grow sales across physical and digital channels. Retail customers now move seamlessly across stores, social media, e-commerce platforms, and digital touchpoints, requiring businesses to operate with clear positioning and coordinated marketing execution.

Many retail organisations still struggle with weak differentiation, inefficient marketing spend, inconsistent messaging, and limited understanding of what actually drives customer behaviour and revenue. This programme focuses on fixing those gaps through structured, execution-oriented marketing frameworks. Participants will learn how to define positioning, identify and target the right customers, build acquisition systems, strengthen retention, and measure performance in a way that directly connects marketing activity to sales and profitability.

## Programme Objectives

By the end of the programme, participants will be able to:

- Define clear retail positioning that differentiates their business and guides all marketing decisions
- Build practical customer acquisition systems across in-store, digital, and community channels
- Apply digital marketing channels (social, search, email, content, ads) to drive measurable traffic and conversions
- Design retention and loyalty systems that increase repeat purchases and customer lifetime value
- Track, analyse, and optimise marketing performance using ROI-driven metrics and customer data

Programme Dates:

**2-4 December 2026**

Mode of Delivery:

**Hybrid**

Venue:

**Lagos Business School**

Fee:

**NGN 650,000**

## Programme Modules

- Retail Marketing Strategy and Competitive Positioning
- Understanding the Retail Customer
- Customer Acquisition and Demand Generation
- Digital Marketing for Retail Growth
- Omnichannel Marketing
- Customer Retention and Loyalty Management
- Marketing Analytics and Performance Measurement
- Retail Marketing Blueprint Workshop

## Target Audience

- Retail business owners focused on improving sales and market share
- Marketing and brand managers in retail organisations
- Store and regional managers responsible for revenue performance
- Growth, sales, and customer experience professionals in retail
- Executives overseeing retail strategy, expansion, or marketing performance

