**Training materials for marketing personnel**

**What is the role of a marketer?**

1. As an intelligence officer of the company

1)Track the development trends of industries related to our company's business, and develop awareness of collecting, processing, and exchanging macro market information in the industry. The specific methods include subscribing to authoritative industry magazines, browsing various industry websites every day during work hours, participating in training and exchange meetings of various industry associations, and learning industry related norms and regulations.

2)Collect information on competing companies in the same industry, especially the operational capabilities, technical strength, service capabilities, negotiation prices, competitive methods, and other intelligence of competing companies' projects, and organize and analyze them. The specific operation methods include: checking the employment situation of competing units, querying the strength of relevant enterprises through the official website of competing enterprises, and inquiring about the industry operation situation in the region from the competent department and the owner units.

3)Conduct market research in the surrounding area, proficiently grasp the project requirements, decision-making procedures, business units, search for procurement service methods, operational methods, etc. of the surrounding market, master the procurement service psychology and behavior of the owner units and key customers, and provide decision-making basis for the company's market activities.

4)Participate in the construction of the company's website. Market personnel should consciously retain market information photos (such as office front contact signs, division of labor maps of various unit leaders, photos of market activities and leaders, etc.), project materials, and impact data of the company's business projects after they are put into use when conducting market activities.

2.As a staff member of the company

1)Develop company brand strategy, marketing strategy, and market operation strategy;

2)Develop short, medium, and long-term business goals for the company;

3) Make market forecasts, propose future market analysis, development directions, and plans;

4) Development plan for new business;

5) Participate in project price negotiations;

6) Provide advice and strategies for major events;

7) Organize and analyze various business information of the company;

8) Establish customer profiles, regularly update customer information, and maintain customer relationships.

3. As regulatory personnel for the company's business

1) Monitoring the authenticity and confidentiality of business systems;

2) Whether the market behavior of business partners meets the company's requirements;

3) Responsible for training and supervising newly hired business personnel and old market business personnel;

4)Responsible for coordinating with the owner unit and supervisory department during the project operation process.

4.As the company's public relations agency

1) Building and establishing the company's corporate and brand image;

2) Develop and implement marketing and public relations activities;

3) Improve and standardize various documents, materials, and promotional materials related to the business system for external use;

4) Responsible for the construction of various honors for the company and the collection and organization of various materials (such as customer satisfaction surveys, obtaining project approvals, etc.);

5) Provide pre -, mid -, and post project services for the company;

6) Representing the company to release information to the public.

**What exactly do marketers need to do?**

1. In the early stage of project undertaking, marketing personnel can conduct market research and analysis (such as: how much market share does this market have? How much market share can we hold? How can I enter this market? What favorable resources do I and the company currently have?); Develop a market development plan (which specific target do I need to find as the best breakthrough point? Are our existing resources sufficient to open up this market? What support do we need from the company? How much output can be achieved after the market breakthrough? Should or when should I set up an office to stay in this market for a long time?); Set implementation goals for each stage (implement the plan step by step, market development is a slow process that requires favorable timing, location, and personnel, so it is necessary to set a goal that conforms to market laws).
2. When undertaking a project, marketing personnel can do the following: collect basic project information from the owner (what is the project type? Is it necessary to review? Is there a complete plan?); Understand clearly the price negotiations between the owner unit and the owner unit; Signing a service contract: Designate the project manager for project operation (after the marketing personnel designate the project manager, they have the responsibility and obligation to supervise the project team to complete the project on time, with quality and quantity guaranteed. If serious consequences are caused by the negligence of the technical team, the business personnel shall bear joint and several liability, and the project manager shall bear the main responsibility); Responsible for coordinating the project operation process.
3. After the project is completed, marketing personnel can do the following: submit outcome materials; Inquire about issuing invoices, receiving payments, and other related matters (after providing the unified social credit code of the owner's unit to the financial personnel, fill out the invoice application form. Pay special attention to the proper storage of invoices).

**Responsibilities of each position in the marketing department**

In accordance with the eight character policy of "support, service, supervision, and guidance", according to work needs, the marketing department should establish positions including: one manager, one manager assistant, one research planner, one customer service specialist, and one comprehensive clerk; The responsibilities of each position are as follows:

1.Responsibilities of the Marketing Manager

Fully responsible for the business and personnel management of the marketing department, with specific responsibilities including:

1) Comprehensively plan, arrange, and manage the work of the marketing department;

2) Develop annual marketing strategies and plans, formulate and supervise the execution of market plans and budgets;

3) Coordinate the cooperation between internal departments and other departments;

4) Guide, inspect, and control the implementation of various tasks within the department;

5) Develop advertising strategies and establish annual, quarterly, and monthly advertising expense plans;

6) Scientific prediction and analysis of the market, and preparation for product development, production, and market launch;

7) Collaborate with departments such as research and development, production, procurement, and finance to plan the commercialization of products; Develop and supervise the implementation of new product launch plans and budgets;

8) Responsible for organizing and executing inspections of business systems and branch offices.

9) Complete other tasks assigned by company leaders.

2.Responsibilities of Assistant Marketing Manager

1) Organize and implement training plans for business personnel, track training effectiveness;

2) Develop and supervise the execution of market research plans;

3) Standardize the company's business document system;

4) Guide the sales activities of dealers and specialty stores in various regions.

5) Establish a sound marketing information system, formulate internal information and market intelligence collection, organization, analysis, communication, and confidentiality systems;

6) Responsible for the construction and management of the company's honor room;

7) Choosing the right advertising company, responsible for planning and executing various products and public relations activities of the enterprise;

8) Coordinate the work of the company's business departments, branches, and other departments;

9) Complete other tasks assigned by the department manager.

3.Responsibilities of Research Planning Specialist

1) Responsible for organizing the development and implementation of market research plans;

2) Assist the Marketing Manager in developing various marketing plans;

3) Collect market intelligence from competing manufacturers and industry policies and information released by various levels of government, industry groups, and academic societies;

4) Responsible for comprehensive product planning, including price planning, packaging planning, distribution planning, and extension planning;

5) Provide information support for decision-making in our department and other departments;

6) Complete other tasks assigned by the department manager.

4.Responsibilities of Customer Service Specialist

1) Timely and accurately handle customer complaints and issues that arise during product repair and maintenance processes;

2) Establish customer profiles and carry out telephone and on-site visits effectively;

3) Timely summarize the problems in the company's products and services, write reports, and propose improvement suggestions;

4) Customer satisfaction survey analysis and formulation and implementation of corrective measures;

5) Archiving, organizing, and updating customer information;

6) Complete other tasks assigned by the department manager.

5.Responsibilities of a comprehensive clerk

1) Register, compile, summarize, and file sales diaries of business personnel;

2) Monthly performance statistics report for each business department, and based on the performance situation and the promotion and demotion system for business personnel, propose promotion or demotion suggestions for relevant business personnel, and submit them for approval according to relevant procedures;

3) Monthly statistics of project applications from various business departments and submission for review in accordance with relevant procedures;

4)Responsible for drafting various sales forms and sales plans, supervising the implementation of these plans, and conducting effectiveness evaluations; Analyze, organize, and summarize the annual, quarterly, and monthly sales performance of each business unit, and based on this, develop sales plans and expense budgets for the next period;

5) Organize and archive documents related to our department;

6) Complete other tasks assigned by the department manager.

**The responsibilities of the marketing department include fifteen major aspects.**

1. Develop an annual marketing target plan.

2. Establish and improve a marketing information collection, processing, communication, and confidentiality system.

3. Conduct a survey on consumer purchasing psychology and behavior. 4. Collect, organize, and analyze the performance, price, and promotional methods of competing brand products.

5. Analysis of advertising strategies and competitive methods for competing brands.

6. Make sales forecasts, propose future market analysis, development directions, and plans.

7. Develop product planning strategies.

8. Set product prices.

9. New product launch plan.

10. Develop a pathway plan and set implementation goals for each stage.

11. Planning and organizing promotional activities.

12. Reasonably select and manage advertising media and agents.

13. Develop and implement market advertising and public relations activities.

14. Implement brand planning and brand image building.

15. Responsible for coordinating production and sales.