

# Building a Winning Enterprise Marketing Strategy

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

16

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

45m

**Estimated study time**

48m 59s

**Instructor**

Christine Michel Carter

## Introduction

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### Drive revenue growth with enterprise marketing

Effective enterprise marketing strategies enable businesses to effectively reach and engage their target audience, differentiate themselves from competitors, retain their existing customers, and drive revenue growth.

## Fundamentals of Enterprise Marketing

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### Enterprise marketing fundamentals

Enterprise marketing focuses on growth and expansion, in addition to closing sales and deals.

3

### Assess your organization's goals

Instead of running a single campaign or tactic, enterprise marketing considers how customers operate in various places simultaneously.

4

### Align your teams

Enterprise teams are cross-functional and large.

## Build a Global Customer Base

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### Create relevant content across markets

Organizations must remain cohesive and consistent at the strategic communications level while marketing globally.

6

### Build brand awareness and loyalty

Scaling brands across different languages and cultures also brings challenges.

- 7 Establish strong customer relationships**  
International market targeting helps highlight the similarities and differences between groups of people.
- 8 Support your existing customers**  
In a winning enterprise marketing strategy, providing value to existing customers and market engagement are paramount.

## Differentiate from the Competition

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- 9 Analyze your competitors**  
Enterprise companies must constantly analyze competitors so they can specifically communicate product advantages.
- 10 Identify additional revenue opportunities**  
Because of their size, enterprise companies don't often focus on competing for customers.
- 11 Build your social media presence**  
Social engagement is an easy way to reinforce brand messaging, especially if the competition has been neglecting their social engagement duties.

## Avoid Common Pitfalls

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- 12 Keep your team informed**  
Enterprise marketing teams are often made up of specialists and subject matter experts.
- 13 Win stakeholder buy-in**  
Winning enterprise marketing strategies are often subject to many opinions from many stakeholders.
- 14 Prepare for external disruptions**  
Enterprise marketing teams have to consider a variety of factors that could disrupt their company, including the economy and the environment.
- 15 Overcome budget reductions**  
At the enterprise level, margins are sensitive.

## Conclusion

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# 16

## Time to build

Enterprise-level companies need well-planned strategies, SaaS marketing tools, and workflow processes to achieve their goals and maintain productivity and efficiency.

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