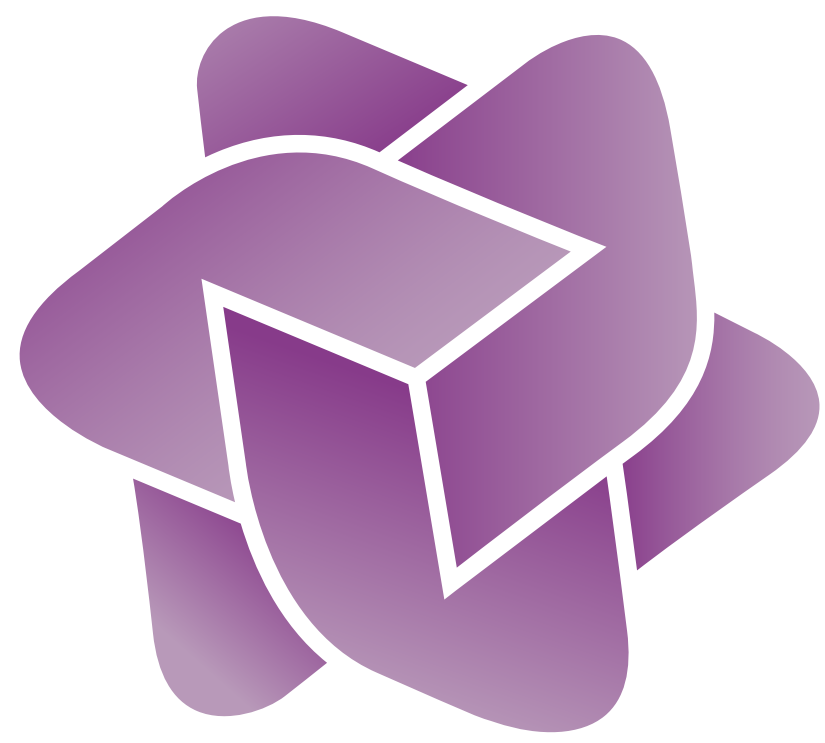


PUZZLE
Consulting
education

TAILOR-MADE
EDUCATION PROGRAMS
FOR YOUR COMPANY



PUZZLE

Consulting

education

You have no formal marketing education and would like to improve your skills?

You would like to get a marketing training program that is tailored to your specific needs?

You want to learn how to apply theoretical marketing knowledge to practical use?

You want to have a healthy brand and are curious to know how to make it even stronger and more recognized?

HOW WE CAN HELP YOU:

Our training programs are tailored specifically to what your company's needs and what your areas of development are.

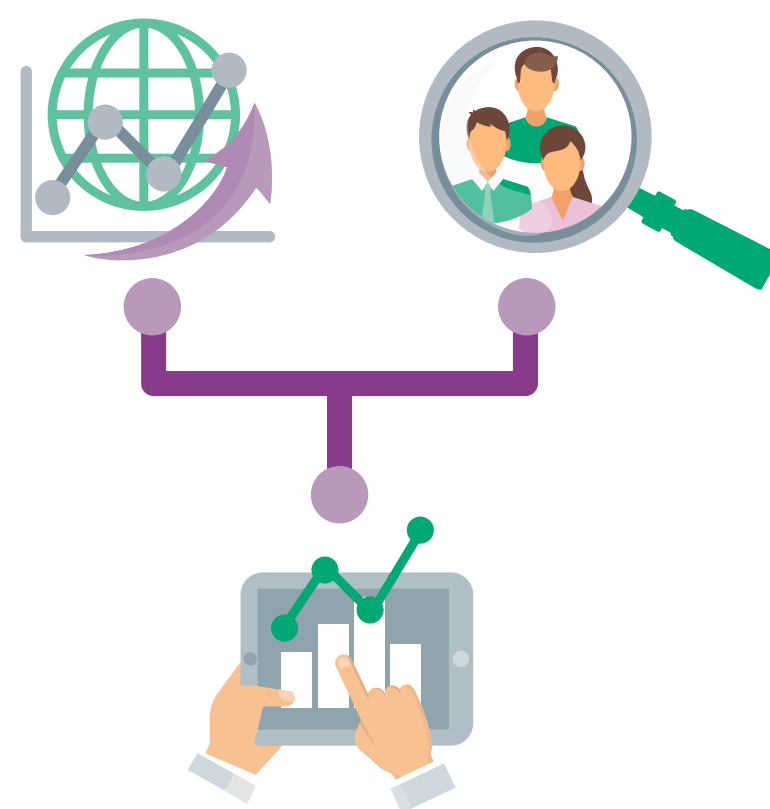
WE SPECIALIZE IN THE FOLLOWING AREAS:



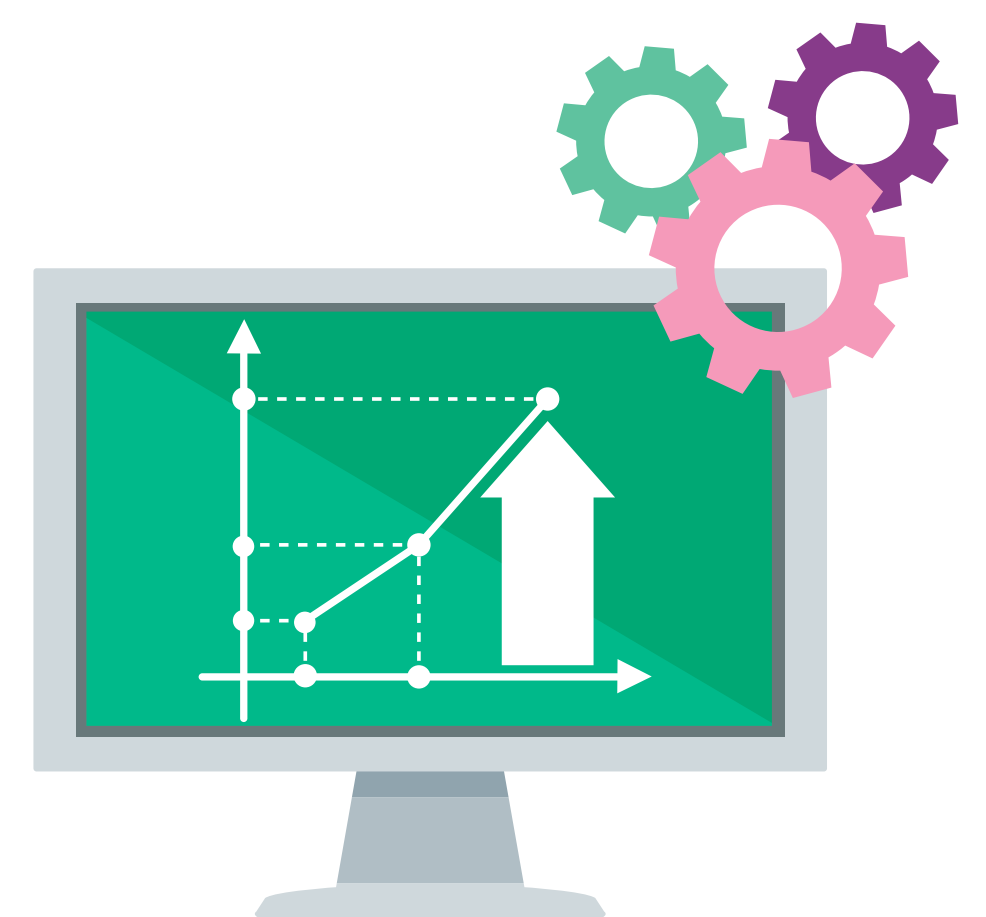
**INTRODUCTION
TO MARKETING**



**STRATEGIC BRAND
MANAGEMENT**



**MARKETING
STRATEGY & TACTICS**



MARKETING METRICS



**MARKETING FOR
START UPS**



**CUSTOMER EXPERIENCE
MANAGEMENT**



**CORPORATE COMMUNICATIONS
STRATEGY & TACTICS**



INTRODUCTION TO MARKETING

The Introduction to Marketing program can be attended by all employees as it is tailored to participants who do not necessarily have a formal marketing education.

The program includes the following topics:

**WHAT IS
MARKETING?**

**MARKET
ORIENTATION**

**MARKET
RESEARCH**

THE CUSTOMER

**MARKETING
ELEMENTS &
STRATEGY**

**MARKETING
MIX**



MARKETING STRATEGY & TACTICS:

The Marketing Strategy & Tactics program can be attended by all employees, as it gives a deeper insight into what the key elements of a successful marketing strategy are and how tactics are developed and implemented practically.

The program includes the following topics:



**STP – SEGMENTATION,
TARGETING, POSITIONING**



**DISCOVERING MARKETS
& CONSUMERS**



WHAT IS STRATEGY?



**INTEGRATED MARKETING
COMMUNICATION**



THE 4 Ps



STRATEGY VS. TACTICS



The program includes the following topics:

STRATEGIC BRAND MANAGEMENT:

The strategic Brand Management program can be attended by all employees, as they can discover all the factors and elements of successful brand management. This program explains how to build, measure and manage brand equity.

BRAND STRATEGY

BRAND MANAGEMENT

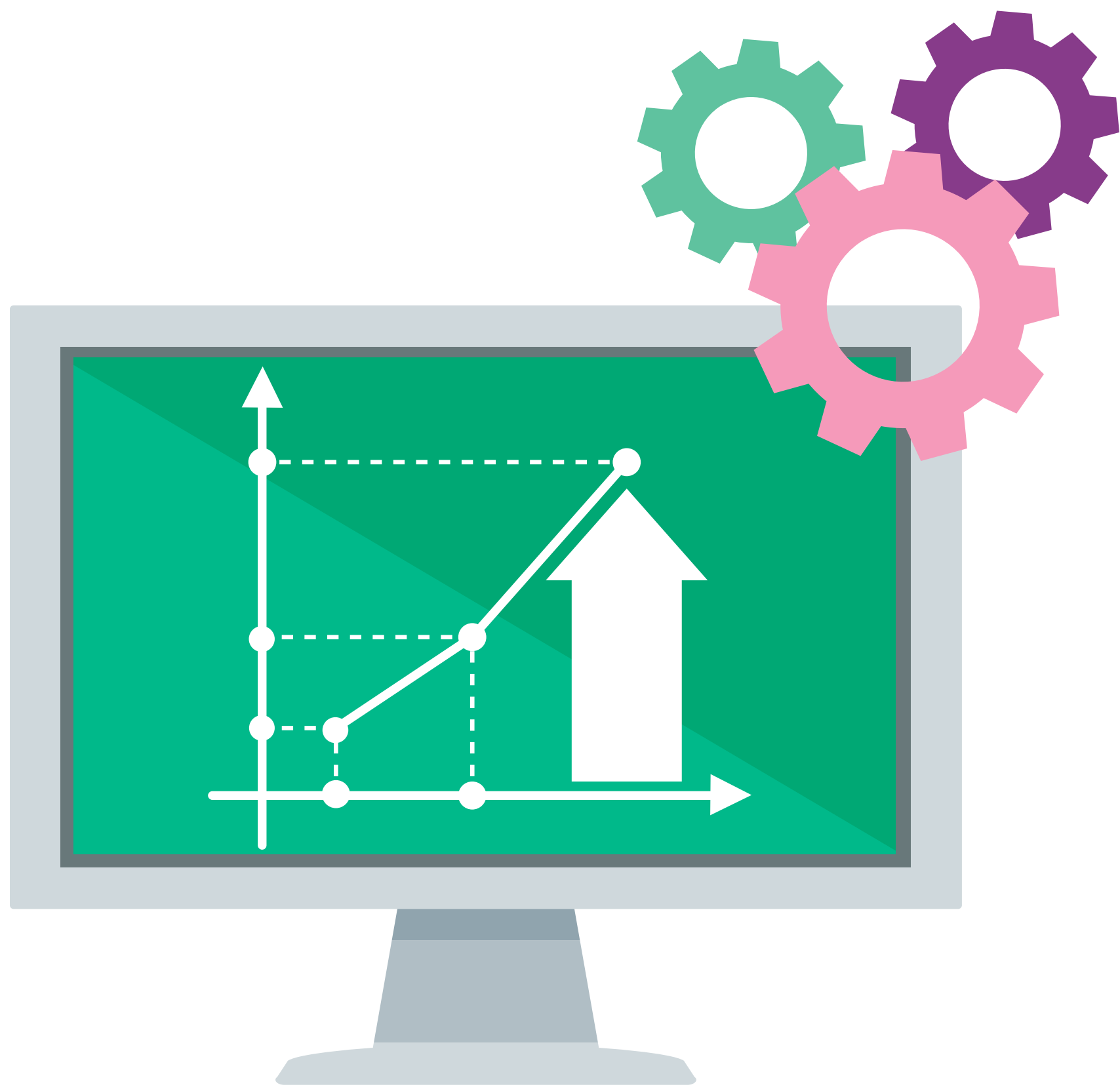
**THE BRAND IDEAL TREE:
HOW TO GROW YOUR
BUSINESS THROUGH
YOUR BRAND**

WHAT IS A **BRAND**?

BRAND EQUITY

**HOW TO DESIGN &
IMPLEMENT BRAND
MARKETING PROGRAMS**

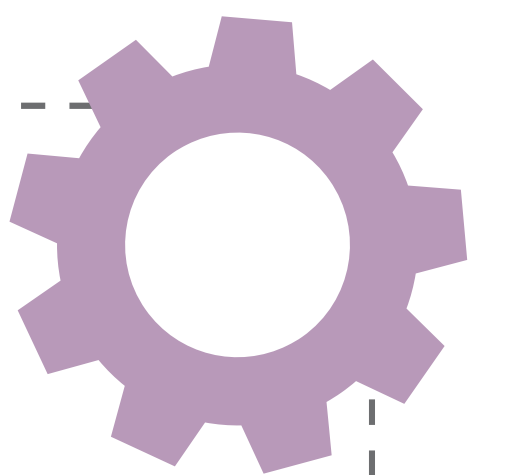
MARKETING METRICS:



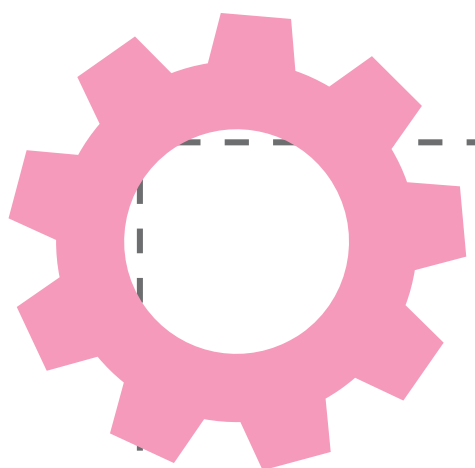
The program includes the following topics:

The Marketing Metrics program is designed to be attended by Marketing professionals who manage products or brands. This program teaches participants about the right methods on how to measure and report on marketing KPIs and add measurable value to an organization.

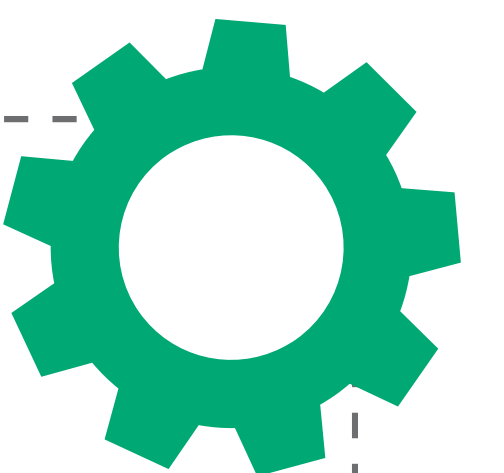
HOW TO MEASURE MARKETING PERFORMANCE?



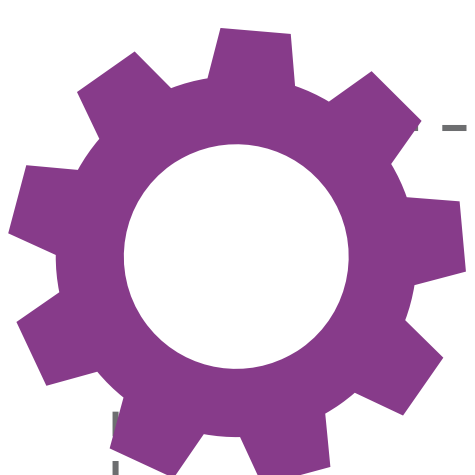
DEFINING THE RIGHT MARKETING KPIs



MEASURE & REPORT ON AGENCY PERFORMANCE



LINKING MARKETING METRICS TO OVERALL FINANCIAL PERFORMANCE





The program includes the following topics:

THE NEW CUSTOMER CENTRICITY

CONSUMER INSIGHTS

THE CUSTOMER DECISION JOURNEY

CUSTOMER RELATIONSHIP MANAGEMENT

QUALITY MANAGEMENT

CUSTOMER SERVICE & COMPLAINT MANAGEMENT

CONSUMER TOUCHPOINTS

CUSTOMER EXPERIENCE MANAGEMENT:

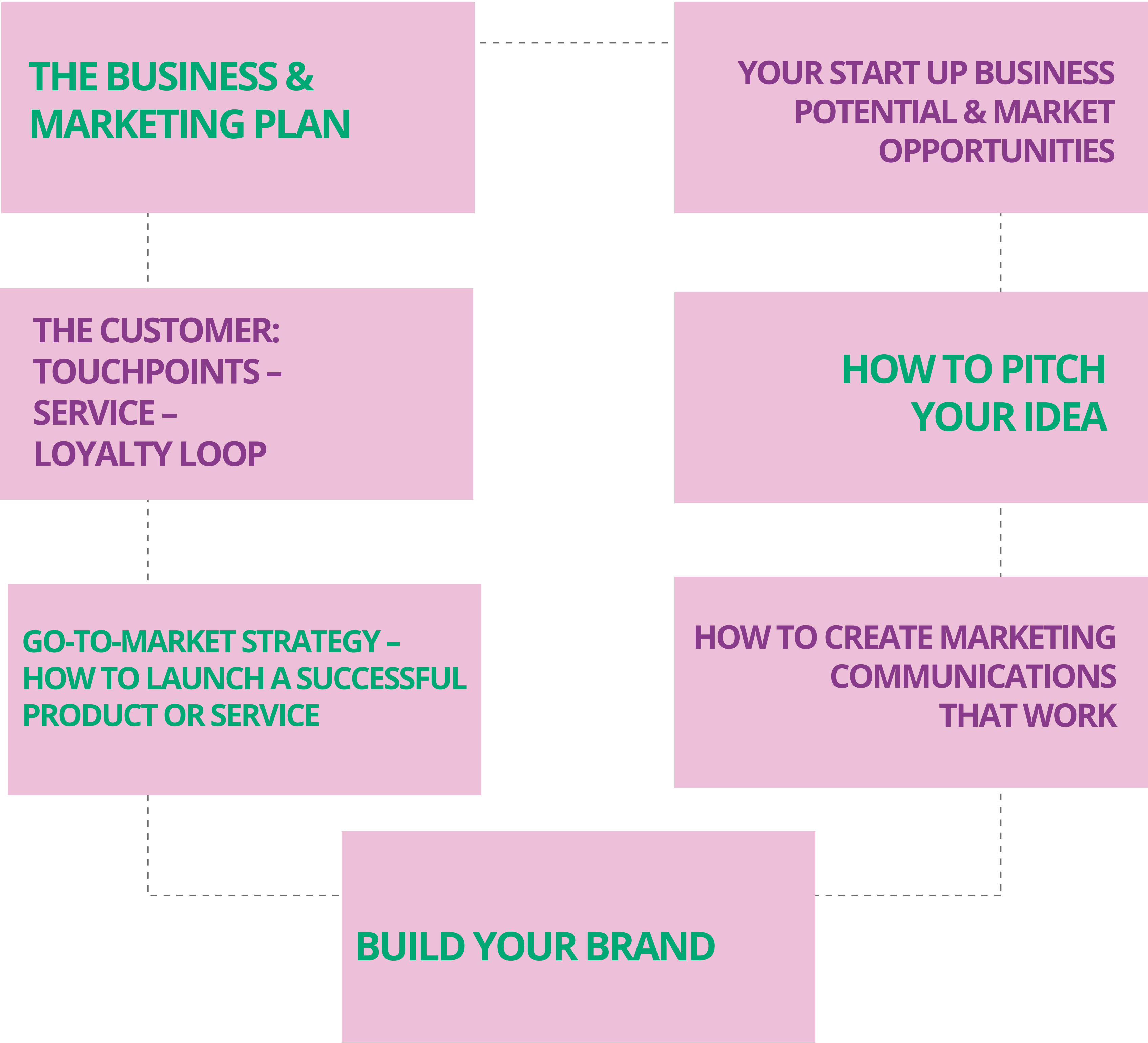
The Customer Experience Management program can be attended by all employees and it covers all key topics about the acquisition and retention of customers. It explains methods, tactics and strategic approaches on how to foster relationships with consumers.



The program includes the following topics:

MARKETING FOR START UPS:

The Marketing for Start Ups program is aimed at entrepreneurs, small business owners or people about to launch their own Start Up. This program is the right choice for you if you would like to learn or brush up on your marketing skills targeted to further developing your business.





CORPORATE COMMUNICATIONS STRATEGY & TACTICS:

The Corporate Communications Strategy & Tactics program should be attended by employees who work or have experience in this field. It explains all key elements that define a Corporate Communications strategy, how it is implemented and monitored.

The program includes the following topics:

KEY ELEMENTS OF A COMMUNICATIONS STRATEGY

COMMUNICATIONS MIX

EXTERNAL PR

INTERNAL COMMUNICATIONS

PRESENTATION SKILLS

CORPORATE SOCIAL RESPONSIBILITY

Our Additional Support for You:

Besides standard programs, we can support you in daily tasks and on-the-job activities.

Through constant monitoring and regular follow ups, we can foster the usage of theoretical knowledge in current and practical job challenges.

Have a look at our methods:

WORKSHOPS



MENTORING



Q&A SESSIONS



COACHING



PRESENTATIONS



**ON-THE-JOB
SHADOWING**



CASE STUDIES



**DAILY/ WEEKLY
SUPPORT**



TEAM WORK



PITCHING



APPENDIX

WHO WE ARE:

- ✿ Almost two decades of experience in Marketing, Corporate Communications and Customer Experience Management
- ✿ Experience in multiple industries – FMCG, Banking, Aviation
- ✿ Expertise in all key Marketing and Communications areas:
 - ✿ Marketing strategy and marketing mix
 - ✿ Brand strategy and brand equity
 - ✿ Marketing organization efficiency
 - ✿ Strategic planning and execution
 - ✿ Digital marketing
 - ✿ Corporate Communications
 - ✿ Customer Experience Management
 - ✿ Cooperation with agencies

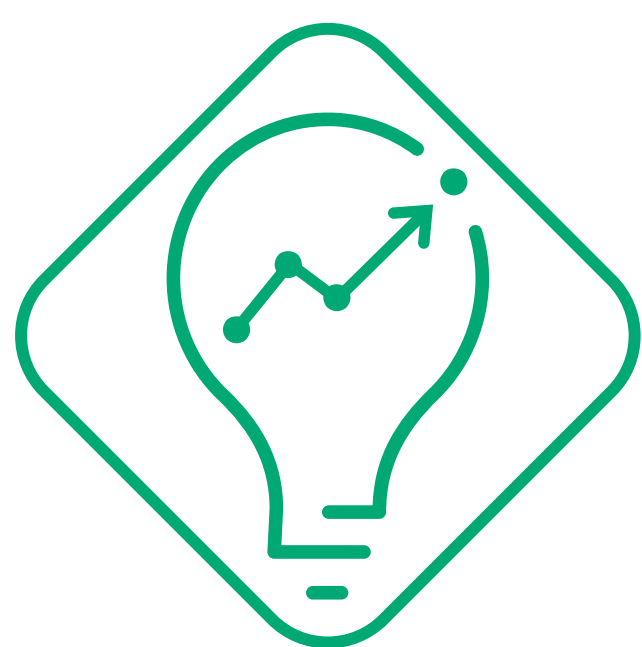
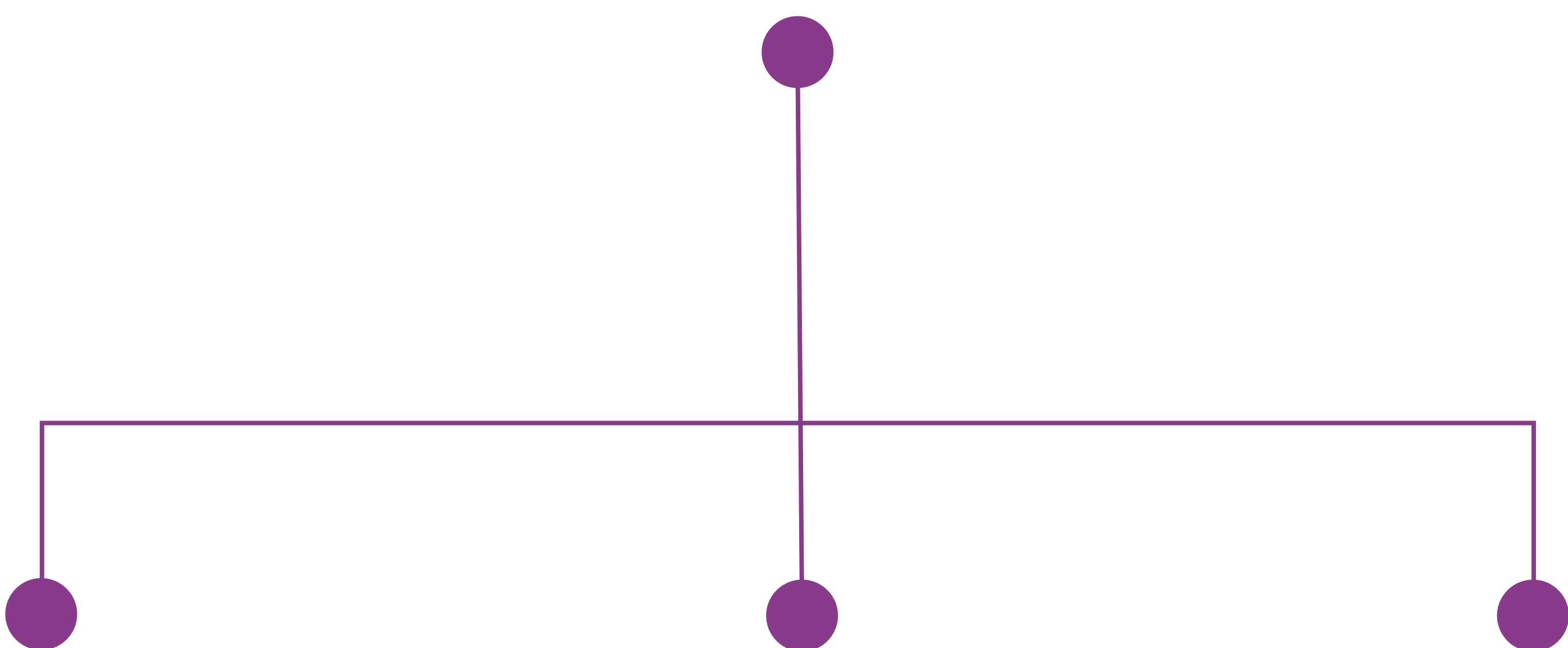
OUR MANAGEMENT:



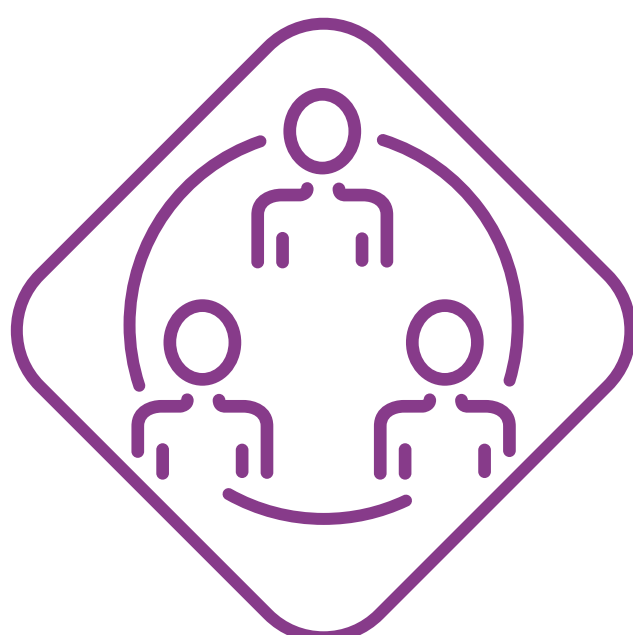
*Manuela Stamatović
Founder & CEO*

- ✿ Held the position of **Marketing Director** at L'Oréal, Erste Bank, as well as **Corporate Communications Director** at Sberbank and Air Serbia
- ✿ Was in charge of creating and implementing **regional and local brand strategies for global brands** such as L'Oréal Paris, Garnier and Maybelline
- ✿ **Built up unknown or stagnating brands** to a healthy position and increased their awareness by several levels such as for Maybelline, Erste Bank and Sberbank in Serbia
- ✿ **Designed and implemented Customer Experience Management programs** in the banking sector resulting in the highest customer satisfaction scores on the market
- ✿ Launched innovative and **highly effective Digital Marketing campaigns**
- ✿ Built up and **managed cross-country teams** with high performances and minimal fluctuation

CONSULTANCY IN 3 KEY AREAS:



STRATEGY



ORGANIZATION



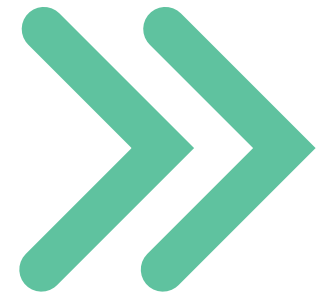
EXECUTION &
SUPPORT



WHY WE ARE THE RIGHT FIT:



We cater to B2B and B2C businesses



We support small, medium and large companies



We cover all industries



We offer continuous on-the-job support



We provide strategic preparation, oversee implementation and execute control

WHY YOU SHOULD CHOOSE US:



Our services are adapted to your specific needs, business type and size



Whatever your marketing or communications challenge – we can solve it



We can train and empower your marketing in-house team...



...or we can be your outsourced marketing and communications team



You define your individual pieces of the puzzle



You Can Grow With Our Help:

- 🌱 You choose your own training program
- 🌱 Training programs can be organized for small or larger groups, as well as one-on-one sessions
- 🌱 Our training modules and education topics can be adapted to your industry, business challenges and needs
- 🌱 If desired, we can develop the education modules together with you, in case you would like to address a specific matter – we can tailor the course to your specific requirements
- 🌱 Our Workshops can be organized on all relevant topics that are crucial to your further growth
- 🌱 The training program can be facilitated on your premises or online – whatever suits you best
- 🌱 All education programs can be combined with practical on-the-job activities
- 🌱 We can facilitate employee mentoring on a daily or weekly basis in order to support and help converse theoretical to practical knowledge and skills

Or would you like something completely different, not covered by this presentation?

We cater to your specific requirements – contact us and let's discuss your needs:

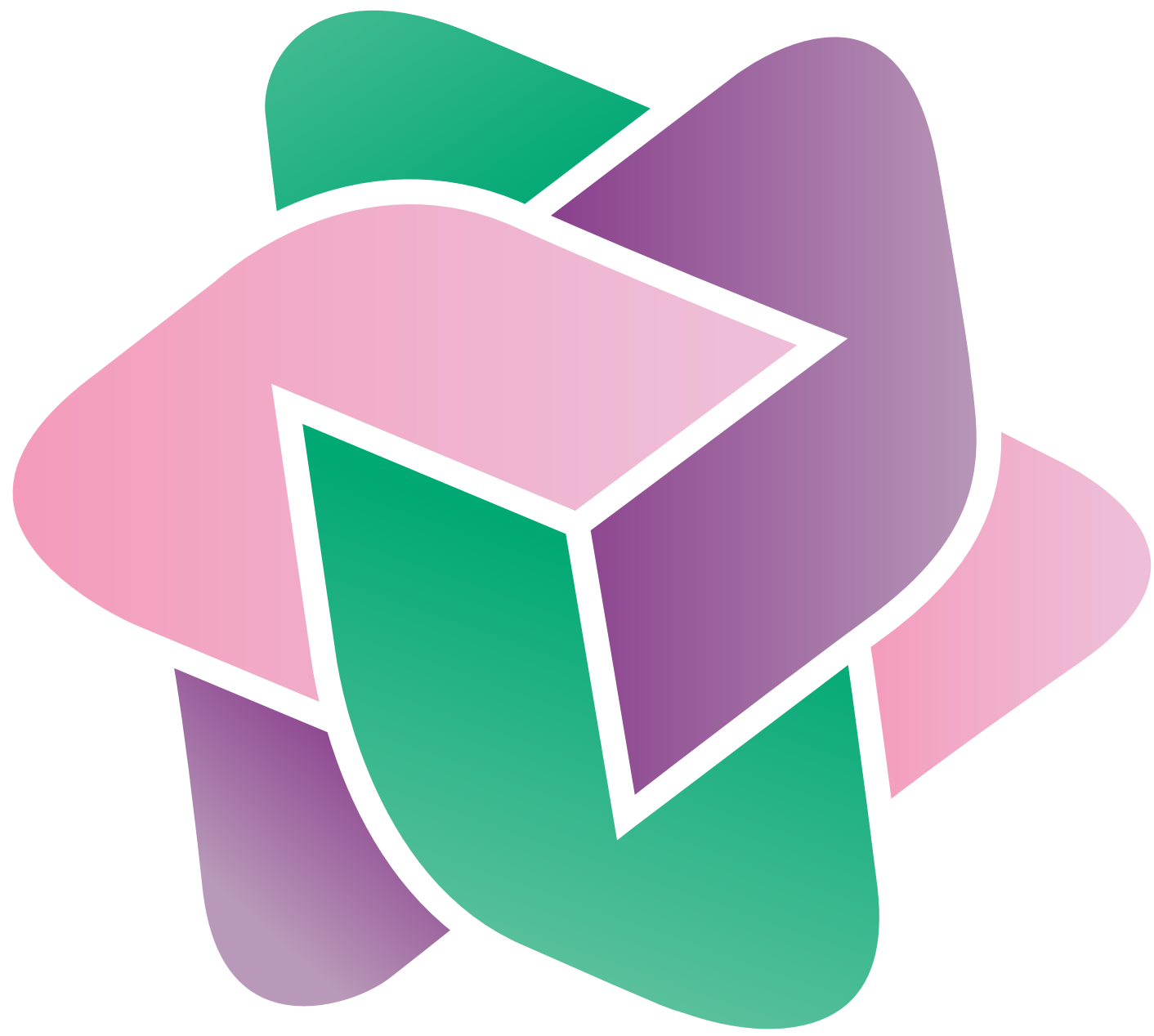
Example of Your Tailor-made Education PUZZLE

**Marketing Strategy
& Tactics**

**Marketing
Metrics**

Workshops

**Support in Tactics
Execution**



PUZZLE
Consulting

Manuela Stamatović – Founder & CEO

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 www.puzzle-consulting.com