

LET'S LEGO PLAY

for New marketing strategy

WORKSHOP OBJECTIVES

This workshop has the objective to define the evolution for marketing and communication strategies orientated to the new convergent model (social channels vs traditional channels), covering the new challenges of the marketing and social communication with concepts like Reputational Risk, Influencers, Virilization, Trending Topic between others that allow to maximize the presence and the profitability of the strategy. This new convergent strategy will be defined depending on the clients segment and product objectives.

Let's Lego Play have more than **200 customers** worldwide where we have contributed to the Digital Transformation Challenge with these workshops.



Chile | Colombia | Costa Rica | Ecuador | Spain |
Mexico | Panama | Dominican Republic |
United States | Venezuela

AUDIENCE

Marketing VPs, Brand Directors, Marketing & Communication Coordinators.

DELIVERABLES

Corporate Marketing Model + Communication Strategy based on Customer Segments covering :

- Structure & Strategy of Marketing Objective.
- Expected Results new Marketing Strategy.
- Products vs Segments vs Penetration Channel.
- Customer Convergent Communication Model.
- Brand Impact vs Convergent Channels.

WORKSHOP DURATION

5 Days 5 Hours a Day.