

im INSTITUTUL
DE MARKETING

 **MARKETING FOCUS**
Tools, inspiration and resources for results

OXFORD
COLLEGE OF MARKETING

Results Oriented Partnerships





Partnership opportunities

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WHO, WHAT AND WHY

Get known by over 20,000 professionals and decision makers in Romania! For almost 10 years, we've served the Romanian community offering the best marketing training, know-how and events.

WHY PARTNER WITH US?

Marketing training, events, and know-how

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WHY PARTNER WITH US?

What are we recognized for?



Best Training. Open and International Certified

We're the first and the only local provider of international certified marketing training by representing in Romania Oxford Professional Education Group and Chartered Institute of Marketing (CIM).



Marketing Events

We're keeping our community engaged and updated with the hottest marketing trends, topics and tools. We support their professional journey growth through practical insights events, webinars and alumni meetings, provide resources and thought leadership, moderate and organize events and debates.



Marketing News and Information

Marketing Focus – www.marketingfocus.ro – is the only technical and comprehensive marketing portal that strives to bring together information and resources for all those involved in delivering marketing performance: human resources, IT, finance, customer service and other part time marketers.

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Marketing Leaders. Marcom Professionals. Marketing Focus Readers.

An audience
of **20,000
professionals**
working in marketing,
communication and
human resources

www.marketingfocus.ro
31,000 visitors /year

Newsletter:
Over **5,000**
managers and
experienced
professionals in
marketing and
communication

institutuldemarketing.ro
21,000 visitors/year

OUR AUDIENCE

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SENIORS AND EXECUTIVES

Marketing managers and professionals: executives and marketing experts, brand managers, category managers, media specialists.



MARKETING DECISION MAKERS

General managers, CEO-s, en-trepreneurs. Decision makers in marketing specific areas: analytics or success measurements, marketing tools, research, technology such as ERP, CRM, websites, applications.



MARCOM SPECIALISTS

Communication professionals, specialists in advertising, media and branding, BTL, online marketing agencies. Suppliers of specialized solutions.



PART-TIME MARKETERS

Professionals in related fields, part time marketers that influence marketing decisions and their implementation: Customer care, IT, HR.

OUR AUDIENCE

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Get relevant exposure within our knowledge journeys: events and courses. Our calendar is structured using one of the most popular global marketing planning tools, SOSTAC®, developed by our partner PR Smith.

Each and every process step will be approached through one event covering related relevant topics and our open courses can support exposure for your case studies. Together with the Marketing Institute,

you can contribute to the presentation of the newest trends in terms of digital strategy, customer insights, marketing automation, innovation, digital transformation, or customer experience.

OUR KNOWLEDGE JOURNEYS

Courses Highlights.
Events Calendar

OUR KNOWLEDGE JOURNEYS

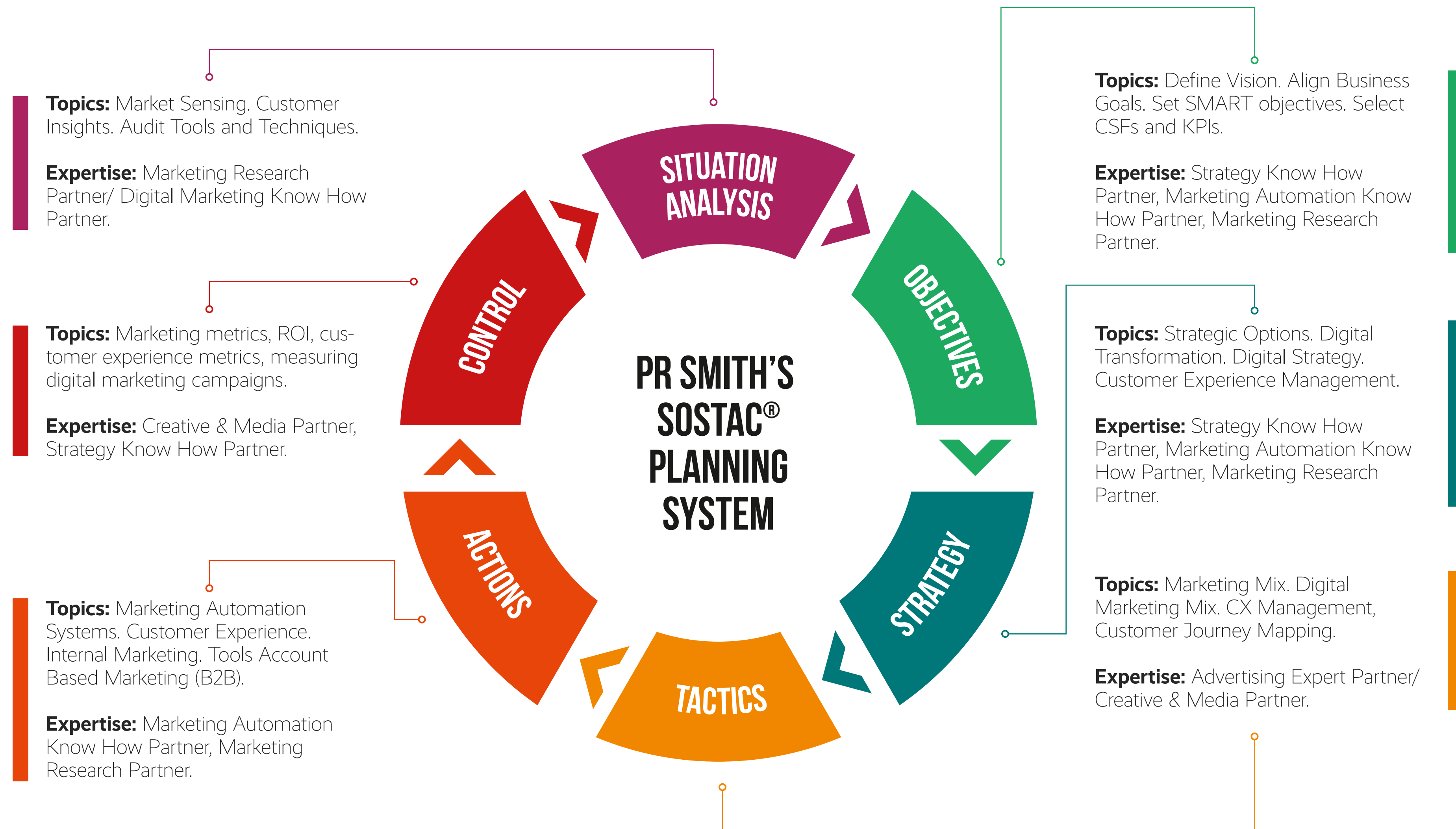
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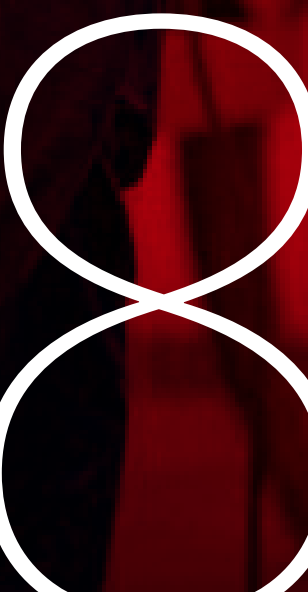
OUR KNOWLEDGE JOURNEYS



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Find the best way to get your offer known by the marketing community, in a trusted place, by proving value.

For more than 10 years we're supporting marketers get their best professional self, find new solutions and get more results.

We've grown a community where professionals share knowledge and insights, where marketing problems find their solutions.

OUR KNOWLEDGE JOURNEYS

Courses Highlights.
Events Calendar

SPECIALISED PARTNERSHIP OPPORTUNITIES

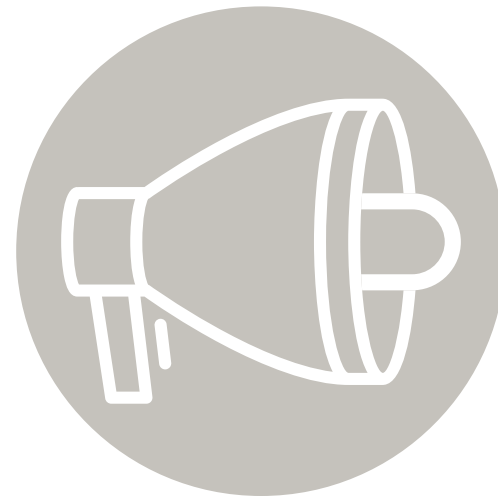
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Specialised Partnership Opportunities

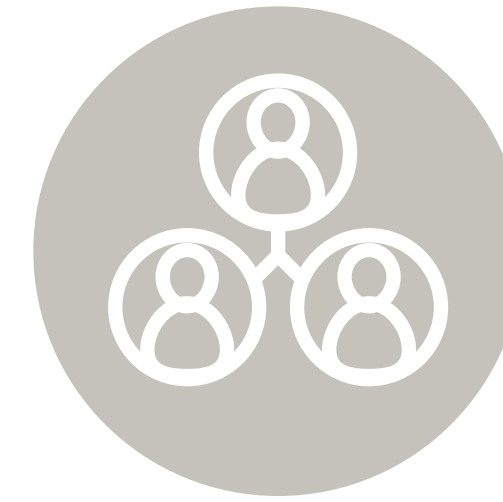


Branding

Build, sustain and differentiate your brand. Build or maintain awareness and visibility articles on our promotion channels through a balanced communication mix.

How?

- ◆ Banners, branded categories on Institutul de Marketing website and Marketing Focus portal
- ◆ Branded content, sponsored content, articles and interviews
- ◆ Emails and newsletters
- ◆ Joint promotion and PR
- ◆ Visibility within events.



Thought leadership. Networking

Build trust by showcasing your know-how within useful examples, do's and don'ts, proved success or valuable advice on how to avoid pitfalls. We are constantly organizing and moderating events: conferences, trainings, webinars, round tables and #practicalinsights networking events.

Let your solution and know how shine in the right place!

How?

- ◆ Articles on Marketing Focus portal
- ◆ Case studies on www.institutuldemarketing.ro
- ◆ Speakers featuring tools and examples within the Open Community Meetings
- ◆ Solution showcase within workshops and trainings
- ◆ Customized events.

WIN WIN WIN WIN

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A customized package could include tailored communication channels, curating and

promotion support from our team during and after an event, such as:

OUR KNOWLEDGE JOURNEYS

Courses Highlights.
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CUSTOMIZED PARTNERSHIP OPPORTUNITIES

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♦ **Content creation and development:** repurposing and promoting your content within case studies or whitepapers using your expertise and tools

♦ **One-to-one events, dedicated sponsored masterclasses**

♦ **Marketing Tools Showcase:** integrating the sponsor's marketing tools within the teaching process: software, automation solutions.

♦ **Marketing Know How. Videos or Podcasts.** Amplification and promotion after the event **via online VIDEO.** Example:

♦ **Distribution and reach via social media, fans and partners:** approximately 20,000 people working in Marketing, Management, Communication and HR.

♦ **PR – press release before and after the event.**

The sponsor could get integrated promotion including written content on our websites (www.institutuldemarketing.ro and www.marketingfocus.ro) and public relations materials among a selected audience of professionals and decision makers and the endorsement of the Marketing Institute.



CUSTOMIZED PARTNERSHIP OPPORTUNITIES



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Companies that trust us. Here is a partial list of our references. + 500 clients in marketing training and consultancy +

<https://institutuldemarketing.ro/cine-ne-recomanda-parteneri/>

A win-win-win partnership example: SAP Digital Marketing Tools Event

Within a community event, the Romanian arm of the global technology leader SAP has partnered with us to offer digital marketing know-how and inspiration featuring its Hybris platform.

Our audience enjoyed a quality event that also offered virtual reality integration best practices from AR Works and digital marketing audit tools presented by Red Barrington from Oxford College of Marketing.

CLIENTS
WHO
TRUST US

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Let's talk on how we can create results together.
Please contact us at info@institutuldemarketing.ro or
+4037-374-33-77.

Let's tailor the partnership!

LET'S GET
INTOUCH

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