



Digital Marketing Strategies: Data, Automation, AI & Analytics

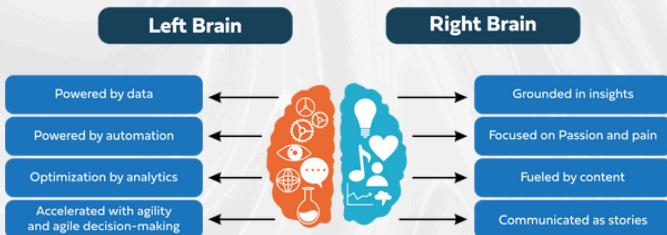
Digital Transformation of Marketing



Customer expectations have changed drastically in the modern digital world. Customers want to be treated as a human, rather than as somebody to sell to. They want us to remember who they are, what they have done with you in the past and how they have interacted with the brand previously. Brands have to respond quickly, be consistent and seamless across channels, address customer's problems as opposed to selling a product, give value for giving up their privacy and finally reward for loyalty.

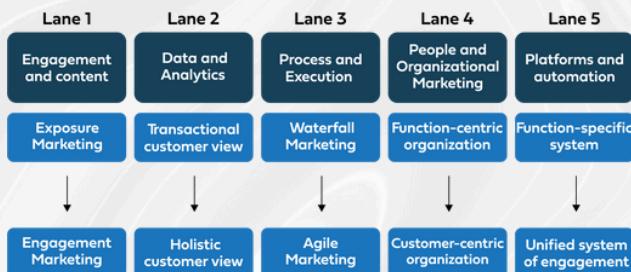
Modern Marketing can be defined as the discipline that connects brands with customers, develops relationships and most importantly drives business results. It does this by blending insights and creativity (right brain activity) with automation and analytics (left brain activity). Thus, it involves whole brain thinking which is summarised in Figure 1.

Whole Brain Thinking



We have to take a journey to transform our marketing function from where we are today to where we have to go. To organise this journey we have think of it as a highway with five lanes where we have make simultaneous progress across these lanes. It is depicted in pictorial format in Figure 2

Five Lane Transformation Highway



PROGRAM TOPICS

Go beyond traditional marketing practices to learn how top brands are applying cutting-edge AI, automation, and customer journey mapping to make better decisions and gain efficiencies.

Module 1: A Framework for Marketing in a Digital World

Understand customer expectations and learn about the five marketing transformation lanes



- Customer Expectations in a Digital World
 - Marketing Transformation as a Journey
 - Laying out the Framework: 5 Marketing Transformation Lanes
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Module 2: Understand Customers and Generating Insights

Learn about the nature of customer insight through social data, as well as map the customer experience.



- Customer Insights: Deductive and Inductive
 - Ethnography
 - Customer Experience Mapping
 - Human Factors Research
 - Social Data Mining
 - MotiveScapes
 - AI in Customer Insight
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Module 3: Customer Segmentation and Behavioral Marketing

Study the fundamentals of customer segmentation and how to select target markets based on behavior and responses.



- A Priori vs. Response-based Segmentation
 - Segmentation Process Overview (Hypothesize, Quantify, Validate/Describe)
 - Behavioral Marketing and Automated Behavioral Marketing
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Module 4: The Customer Journey and Content Strategy

Find out where your customers are in their relationship with your brand and learn how to create new ways to engage and inform.



- Customer Journey Mapping
- Improving Customer Experience with ERRC Grid (Eliminate, Raise, Reduce, Create)
- Content Management Process
- Creating Content Hubs

Module 5: Brand Storytelling in a Digital World

Understand how to engage with impactful and thoughtful stories to connect customers with your brand and values.



- Structure of Storytelling
 - Transmedia Storytelling
 - Storytelling Campaign Design
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Module 6: Designing and Executing Digital Marketing Campaigns

Explore the end-to-end process of designing and executing digital campaigns, and learn how marketing automation software helps to optimize the effectiveness of your marketing strategy.



- Campaign strategy
 - Steps for implementation
 - Measuring, monitoring, and adjusting campaign execution
 - Automating the campaign process with AI and machine learning
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Module 7: Marketing Attribution, Testing and Experimentation

Learn how to leverage testing and experimentation to maximize the performance of your marketing activities.



- Marketing attribution models
 - The marketing attribution process
 - Experimentation for continuous improvement
 - The role of technology in testing and experimentation
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Module 8: Marketing Automation and Artificial Intelligence in Marketing

Learn about software applications that can save time and increase productivity while still effectively engaging customers and managing relationships.



- Marketing Automation
- AI Applications and Customer Lifecycle (Understand, Reach, Attract, Convert, Engage)

For more details contact:

Ms Mahalakshmi R

mahal.ragu@cii.in | +91 99626 13798