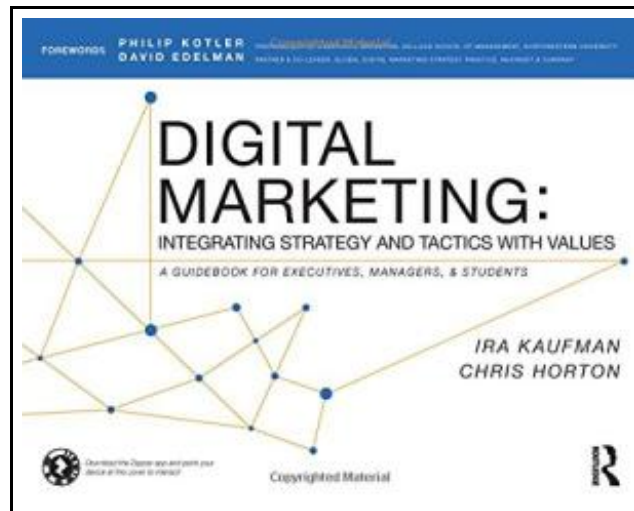


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- * Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity.
- * Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus).
- * Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation.
- * Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders.

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