



Retargeting your marketing
tactics for the digital economy

DIGITAL AND SOCIAL MEDIA MARKETING STRATEGIES

OCTOBER 08-10, 2018
ISB, HYDERABAD CAMPUS

Digital and Social Media Marketing Strategies

Retargeting your marketing tactics for the digital economy

Digital and Social Media Marketing is taking an increasingly larger piece of the marketing pie. It's an evolving space, and the consumer holds a powerful place in its evolution. Generation Z's baseline expectations are complex – instant, customised and personalised gratification is what drives this new wave of marketing, added to the impact on consumers of social influence. Data, AI, and the incorporation of new medias and tech need to be added to an organisation's marketing ammunition, to sustain success and growth.

As the line between strategy and digital strategy continues to fade, strategists need to consider the impact of digital channels and analytics on all business functions, not just the marketing function. And they should know that data makes it easier than ever to measure the effectiveness of strategic choices.

DELOITTE INSIGHTS

About the Programme

Digital and Social Media Marketing Strategies will equip you with all the tools and techniques required to formulate and execute strategies, and respond to marketing opportunities on an everyday basis. The programme helps you drive today's strategic imperative: to be fast, smart and relevant.

"This is a course with great insights on digital and social media, enhanced with real life case studies. It was also a brilliant opportunity for professional networking."

Sunami, Campaign Manager, TCS



Key Concepts Covered

Where to market

Marketers often say that it is about putting the right product, at the right price, at the right place, at the right time. It's critical then, to evaluate what the ideal locations are to convert potential clients into actual clients. The digital world opens up international boundaries. Engaging with potential customers from across the world, and building an international brand is specifically discussed in this programme. Understanding all available digital and social media options, and which ones to leverage most effectively, are critical to online marketing success.

How to market

Identifying third-party marketing tools and apps that increase your efficiency, targeting abilities, lead capturing, and more. This programme will also touch upon how to take advantage of the edge that data brings. Explore tools like Google Analytics and Tableau to glean hidden insights from data.

Riding the wave

Understanding terms such as 'geofencing' and 'geo-conquesting' in the context of mobile marketing, 'link love', the advantages of SEO through blogging, the benefit of QR codes in connecting the offline world with online marketing, 'dayparting' to achieve a high rate of e-mail conversion, etc.

Who should attend?

Professionals responsible for executing digital marketing strategies and formulating new digital initiatives for their organisations.

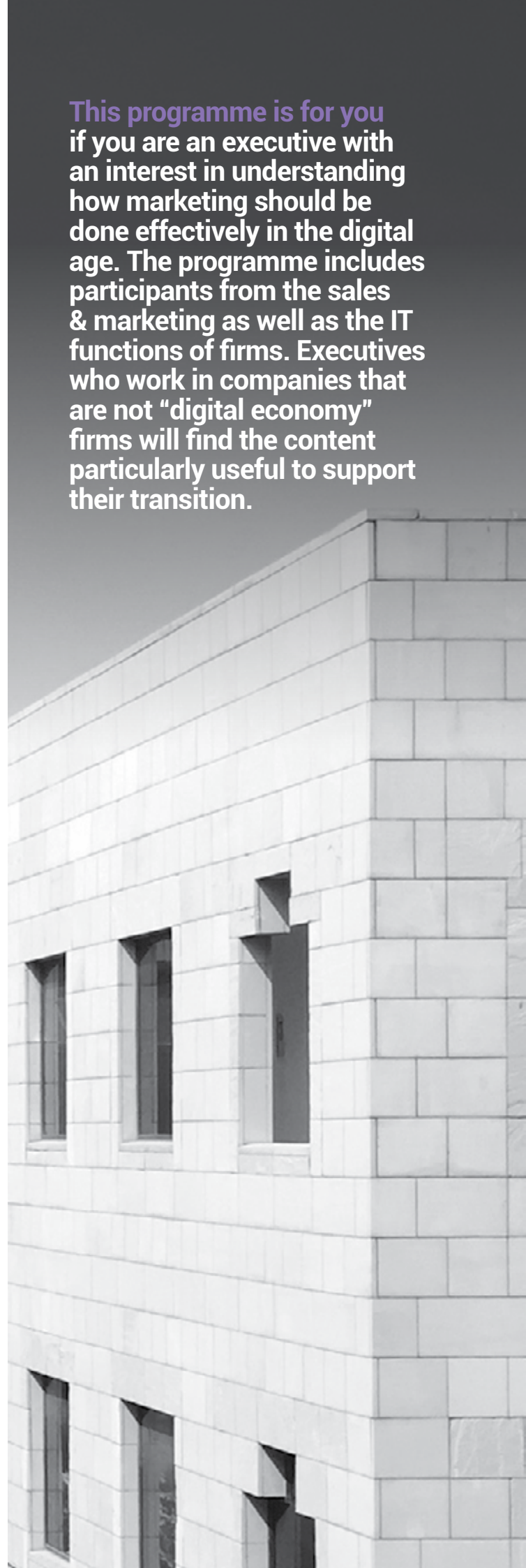
Levels

MID | SENIOR LEADERSHIP

This programme is for you if you are an executive with an interest in understanding how marketing should be done effectively in the digital age. The programme includes participants from the sales & marketing as well as the IT functions of firms. Executives who work in companies that are not “digital economy” firms will find the content particularly useful to support their transition.

What you will learn

- Conceptualising and planning social media marketing based on clear objectives
- Planning a digital advertising strategy across channels
- Understanding the role of predicting consumer behaviour
- Leveraging approaches for viral marketing
- Appreciating the complementary role of online and offline channels
- Predicting the next wave that will take over the digital market
- Understanding the crucial role of A/B testing for intelligent decision making



Key Day-wise Outcomes



A DIGITAL MARKETING FRAMEWORK

- Changes in the consumer-decision journey in the digital age and its implications on the classic 4 Ps of marketing
- Improving value creation and capture by proactively shaping consumer journeys
- 4 Ps 2.0 - A new strategic marketing framework for the digital age

ACTION LEARNING ACTIVITY

- Analyse your company's consumer decision journey, how it has changed, and what opportunities and challenges it provides

ADVERTISING PROMOTIONS IN THE DIGITAL AGE

- Generic vs. branded search and complementarities between search and display advertising
- A/B testing: The 'only' way to know the real ROI of advertising
- Evolving a balanced digital communication strategy
- Lead generation by harnessing owned digital media

PRODUCT PLACEMENT USING ONLINE AND OFFLINE CHANNELS

- Using 'Webrooming' and 'Showrooming' to create synergies between the online and offline channels
- Leveraging the complementary effects of the two channels for market growth
- How traditional retailers can compete with online behemoths like Amazon



SOCIAL MEDIA AND CONTENT DRIVEN PROMOTIONS

- Social media listening
- Content creation of various types and for different phases of the customer journey
- Content dissemination using social media
- Ingredients of a successful referral marketing programme



PRICING MODELS FOR THE DIGITAL AGE

- Freemium pricing
- Personalised pricing through smartphone couponing
- Geo-targeting, geo-conquesting and contextual marketing using mobile phones

SOCIAL MEDIA AND CONTENT DRIVEN PROMOTIONS (CONTD.)

- Viral marketing with social media
- Predicting who is going to respond to a promotion
- Targeting and personalising, based on data

ACTION LEARNING ACTIVITY

- Revisiting your consumer-decision journey from Day 1 and using this model to describe how you can leverage social media or content marketing for your business most effectively

DESIGNING PRODUCTS THAT SELL THEMSELVES

- Involving customers, co-creating products and innovating
- Platforms and disruptive product & service innovations in current non-platform businesses
- Using the Internet of Things (IoT) to create value

ACTION LEARNING ACTIVITY

- Participants to synthesise learning over these three days and present comprehensive revised strategic marketing plans that leverage the key aspects of a digital marketing framework

Faculty



Ravi Bapna

is Curtis L. Carlson Chair in Business Analytics and Information Systems, Carlson School of Management. He assists companies in leveraging data science, machine learning, AI and business analytics for competitive advantage. He teaches graduate students, executives, CIOs and CMOs worldwide on how to thrive in the digital revolution. His research interests are in the areas of social media, big-data analytics, peer influence, monetisation and design of Freemium communities, online dating and matching, economics of information systems, human capital issues in the IT services industry, online auctions, e-market design, grid computing, and IT organisation design.



Amit Mehra

is an Associate Professor in Information Systems, UT Dallas Naveen Jindal School of Management. An expert in online retail, consumer psychology and how to leverage the latest technology in marketing, he teaches Digital Marketing and Analytics in the MBA programme at ISB and the MSIS & MBSA students at UT Dallas. He has worked on several top line projects including automation of SEO and integration of physical stores with online retail channels. His areas of expertise include competitive strategy, innovation and strategic thinking.

Programme Details

October 08 (9.00 am) - 10 (5.00 pm), 2018 - ISB, Hyderabad Campus

INR 1,25,000 plus GST @ 18%

Fee includes food and accommodation at the ISB campus
or at an equivalent facility based on availability

How to apply

Download the application form at www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)

Write to us at execed@isb.edu (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit:

<http://www.isb.edu/executive-education/programmes/open-programmes/ISB-DSMMS/>



Indian School of Business, Hyderabad | Mohali

Marketing Services, Centre for Executive Education
Gachibowli, Hyderabad - 500 111, Telangana, India.

P : +91 40 2300 7041/42

F : +91 40 2300 7040

E : execed@isb.edu | www.isb.edu/cee

f facebook.com/isbcee

t twitter.com/isb_cee

in linkedin.com/company/isb_cee

Corporate Identity Number: U80100TG1997NPL036631

[CLICK HERE](#)

to discover the benefits of being a part of the vibrant CEE Alumni community.