EXECUTIVE MASTERCLASS IN WEB 3.0 DIGITAL MARKETING FOR BUSINESS

This course is specially designed for marketing specialists and company executives and leaders who are responsible for marketing to attract potential and retain current customers.

As enterprise marketing and MarTech become increasingly prevalent in business, along with the rapid evolution of the global economy and digital transformation, traditional marketing faces an existential crisis. It is essential to change traditional marketing strategies and embrace latest marketing techniques powered by Web 3.0.

Understand the strategic importance of integrated marketing in today's business environment and demonstrate a comprehensive knowledge of digital marketing and Web 3.0 utilizing data-driven mindset with Python, and design-thinking mindset with Big Data & marketing-related analytics.

Course Fee: HKD60,000

Duration: please refer to the latest schedule on the website of RTTP (Registered Public Courses)

Key Topic Highlights:

Develop data-driven mindset and to create digital marketing strategies

- Understand the fundamentals of coding and data science in order to carry out data analysis for marketing purposes
- Develop an understanding on how to present and visualize large datasets and marketing plans effectively, and perform automation for marketing purposes
- Learn to combine Big Data with integrated marketing management strategy, and to leverage Big Data and Data Science with case study on how to make substantial impact in Customer engagement, Customer retention and loyalty and Marketing optimization/performance

Review current market trends to learn how Web 3.0 digital marketing can be applied

- Provide an overview of market trends in various industries at the global, regional, and local levels
- Apply Computational Thinking to drive logical and data driven culture and mindset to solve problems and digital communication
- Learn and understand the new technology how it affects business development such as AI, metaverse,blockchain related applications (NFT, smart contract, cryptocurrency)
- Learn how Blockchain can be leveraged to enhance products and services, such as Solidity, the language of Ethereum, smart contract, decentralized application (DApp)
- Learn what the AARRR model for Growth hacking and funnel that can lead to business growth

Analyze, strategize, and drive digital ROI using a design-thinking and growth-mindset approach

- Provide an overview of the impact on Business Verticals across BFSI, Fashion, Travel and Startups
- Apply the Search Engine Optimization (SEO) fundamentals, like Paid and Organic Search (PPC), SERP (Search Engine Results Pages) Components, On-page and Off-page Optimization
- Integrating holistic marketing by incorporating SMART objectives and digital tools in marketing activities, like SEO, SEM and digital content creation

Innovate the business for sustainable growth using Metaverse and Web 3.0 as marketing means

- Deepdive into growth metrics and synthesise broader promotional know-how with key concepts of advertising for effective digital marketing
- Leverage the customer experience (CX) and user-generated content in the metaverse
- Understand how MarTech incorporates VR, AR, blockchain, NFT and AI together in metaverse and web 3.0 for product offerings, social platforms, cross-channel and omnichannel marketing, and digital marketing ecosystem
- Flexibly and creatively apply knowledge in unfamiliar contexts, synthesises ideas or information in innovative ways, and generates transformative solutions taking into consideration the global dimensions, change and management across cultures.

Who is it for? Company Executives who are responsible for, contributing to shaping their organization's business direction with the latest technology and required to bring strategic and operational insights for the future to the senior management.

> **A LEADER'S JOB IS TO LOOK INTO THE FUTURE AND SEE THE ORGANISATION, NOT AS IT IS, BUT AS IT SHOULD BE.**
>
> Jack Welch