

Module 3 Digital Marketing

Dates

25 - 26 October 2018
Thursday 09:30 – 16:30
Friday 09:30 – 12:30

Fees

Diploma programme: included
Short course: 1.375 €

Key Benefits

- Learn how customers make choices in the digital world
 - Understand how organisations communicate with, and learn from, customers through digital media
- Examine what can be learned from market and customer data

In this module, you will develop an integrated understanding on how the digitalisation of business and society poses challenges and opportunities related to the way your organisation communicates with and accesses customers. The module is organised based on three key pillars: Digital Customer, Digital Communications, and Digital Data.

Contents

Accessing the Digital Customer

The digital transformation has radically changed the way customers experience their relationships to organisations. What used to be a simple transaction through a channel partner, has become a complex set of interrelated interactions (i.e., “touchpoints”). Managing these touchpoints involves integrating the physical and digital world to provide a seamless experience, which should be tailored to each specific customer.

In this session, we will discuss fundamental questions of the customer choice process, which aspects have changed through digitalisation. We will discuss the concept of customer journey and omni-channel marketing.

Digital Communication and Branding

When we think about digital marketing, digital advertising comes to mind. In this session, we will engage in a broad discussion of what makes digital communications different, and what new possibilities are enabled by the ability to target individual customers.

We will develop important insights on questions such as what makes a message go “viral”; how do we *attribute* an advertising effect to a particular channel; how do we learn about customers from the content they themselves generate; and how should we think about word-of-mouth communication in digital channels.

The Challenges and Opportunities of Customer Data

Digital Transformation is, at its heart, digital data. One of the strongest transformative forces driving the digital transformation is the ability to collect, store, and communicate data with perfect fidelity and unprecedented reach and speed. How can we use these data to our advantage? What are the metrics that matter in the digital world? What can and cannot be learned from data? How can we think about dynamics and causality in business?

We cannot discuss data without touching upon issues of privacy and regulation. We are entering an era where regulation will play a role commensurate to that of technology in influencing how we use data and leverage digital opportunities. Part of this session will be an open discussion about the role of regulation and customer privacy concerns on the use of data.