€TRAINING

Marketing Analytics

15 - 19 September 2024
Istanbul (Turkey)
Sheraton Istanbul Levent

Marketing Analytics

Introduction:

In today's data-driven landscape, marketing success hinges on the ability to harness insights effectively. This immersive program provides hands-on experience with cutting-edge analytics tools and techniques, empowering both seasoned marketers and newcomers to drive meaningful impact in their marketing efforts, refine strategies, enhance targeting, achieve measurable results, and tackle real-world challenges with confidence, enabling them to stay ahead in a rapidly evolving marketplace.

Program Objectives:

By the end of this program, participants will be able to:

- Understand Marketing Analytics fundamentals and its modern business significance.

- Learn to collect, process, and analyze diverse marketing data.

- Gain proficiency in popular analytics tools for insights.

- Interpret and communicate analytical findings effectively.

- Apply analytics to real-world case studies.

- Optimize marketing campaigns, budgets, and ROI.

Targeted Audience:

- Marketing Managers and Directors.

- Digital Marketing Professionals.

- Advertising Executives.

- Business Analysts.

- Market Researchers.

- Entrepreneurs and Business Owners.

Program Outlines:

Unit 1.

Introduction to Marketing Analytics:

- Understanding the role of data in modern marketing.

- Types of marketing data and their sources.

- Introduction to key analytics concepts and metrics.

- Importance of data quality and ethical considerations.

- Exploring Emerging Trends and Technologies in Marketing Analytics.

Unit 2.

Data Collection and Preparation:

- Data collection methods: surveys, web analytics, social media data, etc.

- Data cleaning, validation, and transformation.

- Exploratory data analysis for marketing insights.

- Implementing Data Privacy and Compliance Measures in Marketing Data Collection.

- Leveraging Automation and AI for Streamlining Data Cleaning and Preparation Processes.

Unit 3.

Marketing Analytics Tools and Software:

- Analyzing Marketing Analytics Platforms: Comparing features for better decisions.

- Enhancing Data Visualization: Improving insights for smarter choices.

- Practical Case Studies: Applying Analytics to real business situations.

- Customizing Analytics Software: Tailoring solutions to meet specific needs.

- Integrating Marketing Tools: Ensuring smooth data flow across systems.

Unit 4.

Customer Segmentation and Targeting:

- Importance of customer segmentation in marketing

- Demographic, psychographic, and behavioral segmentation.

- Targeting strategies based on segmentation analysis.

- Case study: Creating effective buyer personas.

- Leveraging Advanced Analytics for Dynamic Customer Segmentation and Targeting Strategies.

Unit 5.

Measuring Marketing Effectiveness and Optimization:

- Key performance indicators KPIs for different marketing goals.

- ROI measurement and attribution modeling.

- Case study: Analyzing a multi-channel marketing campaign.

- Implementing Marketing Mix Modeling for Holistic Performance Evaluation.

- Exploring Data-driven Insights for Continuous Campaign Iteration and Improvement.