Leverage the power of digital marketing

DIGITAL AND SOCIAL MEDIA MARKETING STRATEGIES

October 31 - November 02, 2019
ISB, Hyderabad Campus
Leverage the power of digital marketing

Digital and Social Media Marketing Strategies

In this programme, we will examine best practices related to the business use of social media and digital marketing keeping customer centricity and competitive advantage as the core pillars. While there will be significant attention given to top-level strategy used by companies adopting social media and digital marketing, the programme will also focus on digital analytics-oriented tools - how to make organisations more intelligent in how they conduct business in the digital age. With measurement playing a bigger role in marketing, thriving in such an environment requires the understanding and leveraging of the major mega-trends of today such as A/B testing, digital attribution, social listening, big data and the social graph for external and internal business innovation. In our exploration of these topics, we will also examine how AI and ML are transforming digital marketing through predictive business outcomes. The programme will conclude with a detailed discussion on how firms can create a comprehensive digital plan with a clear understanding on budgeting and RoI.

Programme Details

October 31 (9.00 am) - November 02 (5.00 pm), 2019 - ISB, Hyderabad Campus

INR 1,50,000 plus GST @ 18%
Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.
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.

Key learning takeaways

• 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

Who should attend?

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

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
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
Learn how to adopt recent advances in technology like AI & ML for developing predictive algorithms and strategies. Identify how to connect unstructured big data pipes to such technologies for deeper consumer engagement and pre-empt consumer reaction to marketing strategies. While you understand the relevance and importance of these technologies, gain a deeper understanding on the right time to invest in them and derive the maximum RoI.

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.
Key day-wise outcomes

Day 1

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

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

Action Learning Activity
- Analyse your company’s consumer decision journey, how it has changed, and what opportunities and challenges it provides
Key day-wise outcomes

Day 2

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

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

Digital tools for measurement and prediction
- Using big data, AI & ML to develop predictive strategies for consumer engagement
- Association rule mining for defining recommendation engines
- Digital attribution, budgeting and optimisation
- Using the latest tools for measurement and analysis
Key day-wise outcomes

Day 3

Pricing Models for the Digital Age
- Freemium pricing

Designing Products that Sell Themselves
- Involving customers, co-creating products and innovating
- Platforms and disruptive product & service innovations in current non-platform businesses

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
How this programme benefits organisations

• Enhance customer engagement and improve customer experience
• Arm your organisation with the marketing arsenal that successfully drives digital strategies
• Stay competitive, smart and agile by building a business that is adaptive to digital technologies and digital strategies
• Leverage digital marketing tactics to market your products and services cost effectively
• Explore the tools and tactics that help you connect effectively with your digital customers online and across social media

How this programme benefits individuals

• Become the valued digital professional by equipping yourself with a diverse skill set and a sophisticated understanding of new media channels
• Equip yourself with the ability to identify new opportunities in the digital arena
• Learn critical and creative thinking skills to drive measurable success for your organisation

“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
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.
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 www.isb.edu/cee/DSMMS