What is the secret to impactful digital marketing?

June 27 – 29, 2020
October 28 – 30, 2020
Digital has completely upended the world of marketing. Separating the hype from the opportunity is a key problem facing senior marketing leaders. These disruptive forces can be tamed with integrated marketing strategies that unlock their potential.

This programme will show you how to stay ahead of the curve with digital. You will learn to test, analyse and measure, the success of your marketing efforts across channels.

You will also understand how to deploy AI and ML for better business outcomes.

Most importantly, the programme will teach you how to preserve and grow your most important asset – your customers.

**DATES**
June 27 (9.00 am) - 29 (5.00 pm), 2020  
October 28 (9.00 am) - 30 (5.00 pm), 2020

**LOCATION**
ISB, Hyderabad Campus

**FEE**
INR 1,75,000 + GST @ 18%

*Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.*
Past participating companies

Schneider Electric India
Hero MotoCorp
Tata Motors
Godrej Consumer Products
Lenovo India
Bajaj Finance
State Bank of India
The Walt Disney Co. India

ITC
Reliance Industries
Dr Reddys Laboratories
PricewaterhouseCoopers
Adobe Systems India
Bennett Coleman & Co
Bharat Petroleum Corporation
Samsung Electronics India

Industry-wise participants
(Over the past 8 years)

- ITES, Professional Services, and R&D: 27%
- Automobile and Manufacturing: 20%
- others: 12%
- FMCG, Conglomerate, and Retail: 12%
- Banking, Financial Services and Insurance: 12%
- Media and E-commerce: 7%
- Healthcare and Pharma: 6%
- Development and Infrastructure: 5%
- Others: 11%

*Others include Education, Oil, Gas, Power, Energy, Telecom, Travel, Hospitality, Government, Defense, and PSUs
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

Who should attend?

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

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 and 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

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
- Content creation of various types and for different phases of the customer journey
- Lead generation by harnessing owned digital media
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
• Understanding Viral and Influencer Marketing
• Using social network theory to understand and target influencers
• Predicting who is going to respond to a promotion
• Using big data, AI and ML to develop predictive strategies for consumer engagement

Action Learning Activity

• Targeting and personalising, based on data
• 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

DAY 3

Pricing Models for the Digital Age

• Freemium pricing

Digital tools for measurement and prediction

• Digital attribution, budgeting and optimisation
• Using the latest tools for measurement and analysis, key KPIs

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
Organisational benefits

• Enhance customer engagement and improve customer experience

• Arm your organisation with the tools to successfully drives digital strategies

• Become competitive, smart and agile by staying adaptive to digital technologies

• Market your products and services cost effectively with smart digital marketing tactics

• Connect effectively with your customers online and across social media

Individual benefits

• Equip yourself with a diverse skill set and a sophisticated understanding of new media

• Equip yourself with the ability to identify new opportunities in the digital arena

• Learn critical and creative thinking skills to drive measurable business success
Faculty

Madhu Viswanathan
is an Assistant Professor of Marketing at the Indian School of Business (ISB). His work has been published in premier marketing journals and he has consulted with companies spanning a wide range of industries including retail, insurance and healthcare.

Sudhir Voleti
is an Associate professor with the Marketing Area at the ISB. Previously, he worked in the industry in different capacities as a management consultant and a software analyst. His research focuses on studying data to explain marketing phenomena.

Manish Gangwar
is executive director of the Institute of Data Science and business analytics programme at ISB. He has developed theoretical models for optimally pricing fast-moving consumer goods under competition and nonlinear pricing for subscription models.
How to apply

• Download the application form and follow the mailing instructions mentioned therein (or)
• Write to us at execed@isb.edu (or)
• Call us on +91 40 2300 7041/42
• Click here to know more about the programme

ISB CEE has a strong alumni community of over 40,000 business leaders, senior professionals and entrepreneurs. Participation in CEE programmes makes you a part of this elite and vibrant community, and gives you the opportunity to network with high-achieving peers across diverse industries. CEE alumni gain exclusive access to premium learning events, including speaker series, conferences, and learning sessions.