

# Course : Developing a data-driven marketing strategy

*Practical course - 2d - 14h00 - Ref. MDE*

*Price : 1360 € E.T.*

NEW

This training course will enable you to structure a customer-focused data ecosystem, transform data into actionable insights and activate personalized, automated campaigns, while steering marketing performance responsibly.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding data as a cross-functional strategic lever
- ✓ Identify the marketing tools best suited to your company's needs
- ✓ Transforming customer data into actionable insights
- ✓ Design personalized, automated campaigns
- ✓ Measuring and managing marketing performance

## Intended audience

Product owners, directeurs et responsables marketing ou e-commerce  
Responsables commerciaux  
Responsables et chargés de marketing, de communication  
Chefs de produits, chefs de service

## Prerequisites

No

## Practical details

### Exercise

Case studies, exercises, practical work, group discussions.

## Course schedule

### PARTICIPANTS

Product owners, directeurs et responsables marketing ou e-commerce  
Responsables commerciaux  
Responsables et chargés de marketing, de communication  
Chefs de produits, chefs de service

### PREREQUISITES

No

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.  
Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the strategic challenges of data in business

- Analyze the evolution of data usage in organizations
- Identify cross-functional impacts on marketing, products, finance and IT
- Distinguishing between hot data, cold data and big data
- Assessing the contribution of AI and machine learning to marketing management
- Mapping the ecosystem of solutions: CRM, data platforms, BI tools

### Group discussion

Map the company's data uses and their key challenges.

## 2 Creating business value with data

- Identify the levers of value creation linked to data exploitation
- Linking data to marketing, operational and financial performance
- Analyze data valuation and monetization models
- Informing decision-making through the use of data

### Case study

Analyze a business case to identify and prioritize data-driven value drivers.

## 3 Structuring a customer-oriented data ecosystem

- Define the architecture of a unified marketing information system
- Qualify, make reliable and cross-reference different data sources
- Formalize the functional requirements of a data platform
- Integrate data governance, compliance and lifecycle principles

### Exercise

Design the target architecture of a data marketing ecosystem.

## 4 Generate customer insights and value-oriented segmentation

- Turning raw data into actionable insights
- Analyze customer behavior, usage and signals
- Cross-referencing quantitative and qualitative data
- Build a segmentation based on value and business objectives
- Mapping and optimizing the customer experience

### Hands-on work

Transform customer data into business-value insights and segmentation.

## 5 Activate personalization and marketing automation

- Design a high-performance e-mailing system
- Automate marketing actions
- Activate omnichannel personalization levers

### Hands-on work

Build a personalized, automated marketing scenario.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 6 Managing performance and continuous improvement

- Define KPIs by channel and objective
- Measuring commitment and overall performance
- Harnessing the voice of the customer and qualitative feedback
- Implement a continuous optimization process
- Applying the regulatory framework and responsible uses of data

### Hands-on work

Define a marketing dashboard focused on performance and continuous improvement.