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Course : Developing a data-driven marketing strategy

Practical course - 2d - 14h00 - Ref. MDE
Price : 1590 CHF 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

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.

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.