

Strategic Data-Driven Marketing

Optimize Marketing Performance and Return on Marketing Investment (ROMI)

EXECUTIVE SUMMARY

In times of frugality, marketing dollars take a hit. This program will show you how to use data to make a tangible link between marketing and revenue, justify your investments, demonstrate results and beat the competition.

Engaging, practical and cutting-edge, this program will inspire you to design and implement data-driven marketing strategies for your organization. Representing a fundamentally different approach to marketing, the program presents a holistic view of data-driven marketing by including concepts from branding, campaign management, marketing metrics, marketing analytics, technology management, change management and finance.

In a collaborative learning environment, you will learn how to measure marketing ROI, justify marketing spending, maximize marketing impact in consumer and business-to-business settings, optimize Internet marketing, adopt best practices for customer life cycle management and implement state-of-the-art segmentation techniques. Other topics include simplifying data analysis, future trends in marketing, value-based marketing and search engine marketing.

“The course provided a great framework on how to turn data into insights and translate this into targeted marketing activities for your most profitable customers!”

Chief Marketing Officer, Pruxchange

NEXT STEPS

Learn more and apply
kell.gg/kxdata

Consult with an
Executive Development Advisor
execed@kellogg.northwestern.edu

847.467.6018

April 5-7, 2017

Kellogg School of Management
Evanston, Illinois, USA



KEY BENEFITS

- Define, design and launch a data-driven marketing strategy
- Radically improve campaign performance using 15 essential marketing metrics
- Quantify ROI of marketing initiatives
- Optimize Internet marketing, sponsored search and social media campaigns
- Make strategic decisions based on customer lifetime value
- Ask IT the right questions for successful deployment

WHO SHOULD ATTEND

- Mid-level and senior executives in marketing, sales and customer service
- Executives in IT and operations who support data-driven marketing efforts
- Individuals from firms that interact directly with customers, as well as firms that rely on partners for customer interaction
- *Strongly encouraged:* participation from teams spanning different functional areas in the same organization

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PROGRAM CONTENT HIGHLIGHTS

Defining the Data-Driven Marketing Strategy

- Gain access to invaluable Kellogg research, including a data-driven marketing survey on best practices that encompasses 252 firms and \$53 billion in annual marketing spending
- Discuss data-driven marketing strategy framework and best practice case examples
- Overcome the five obstacles to data-driven marketing

Return on Marketing Investment (ROMI) for Management Decisions

- Link the customer purchasing cycle to metrics
- Identify 15 essential marketing metrics
- Learn finance for marketers
- Engage in case exercises: measuring and improving brand awareness, customer satisfaction and loyalty marketing, financial ROMI for campaign and new product launch marketing

Internet Marketing Metrics and Optimization

- Assess website and impression advertising effectiveness plus optimizing sponsored search
- Explore the power of word-of-mouth (WOM) social media marketing engagement

Analytic Marketing

- Apply data mining and analytic segmentation for results
- Engage in hands-on experiential learning with analytics software
- Explore case exercises: analysis of pharmaceutical sales data and hyper segmentation in banking

Infrastructure for Data-Driven Marketing

- Identify the pitfalls of data-driven marketing IT projects
- Create a collaborative marketing and IT relationship

THE FACULTY



Mark Jeffery

Academic Director;
Adjunct Professor of
Executive Programs;
President and CEO,
Aquimo

Russell Walker

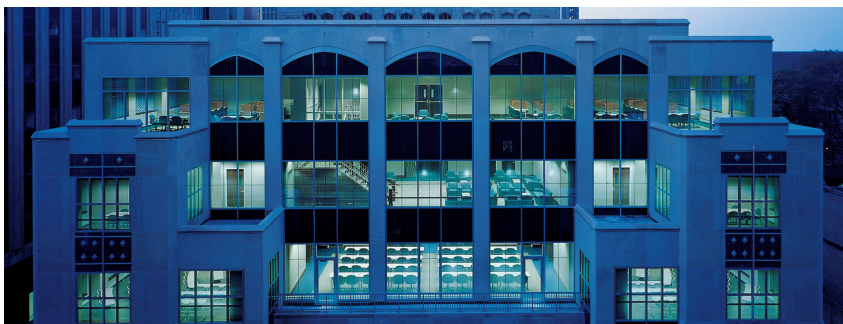
Clinical Associate Professor of Managerial
Economics and Decision Sciences

Please note: Faculty is subject to change.

As researchers, consultants and business leaders, the members of this faculty team boast expertise in strategic marketing performance management, enterprise performance management, information technology, CRM strategy and execution, data analytics and risk management.

ACCOMMODATIONS

This program is held at Kellogg's historic Wieboldt Hall, near the bustling financial center of downtown Chicago, and home to Kellogg for more than 80 years. The program fee includes classroom instruction, program materials, breakfast, lunch and coffee breaks. Accommodations are not included.



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SPECIAL FEATURE

INSIGHT AND ANALYTICS WEEK

You may combine this program with our Customer Insight Tools program to participate in Insight and Analytics Week. When taken consecutively, these programs are offered at a discount.

STRATEGIC DATA-DRIVEN MARKETING * CHICAGO CAMPUS

Mark Jeffery, Academic Director

SAMPLE SCHEDULE

	DAY 1	DAY 2	DAY 3
MORNING SESSION(S)	Program Introduction Jeffery	ROI Marketing: Finance for Marketing Executives Jeffery	Summary Walker
	Data-Driven Marketing and the Marketing Divide Jeffery		The Dark Side of Analytics and Data Creator Strategies Walker
	Where Do You Start? Overcoming the Five Barriers to Data-Driven Marketing Jeffery	Study Groups and Case Debrief Jeffery	What's It Going to Take? Infrastructure for Data-Driven Marketing Jeffery
LUNCH			
AFTERNOON SESSION(S)	Study Groups/Case Study Jeffery	Study Groups and Case Debrief Social Media Marketing and the Creative X Factor Jeffery	Value Based Marketing and CLTV: Strategy and Execution Jeffery
	Team Presentations and Discussion Jeffery		Program Summary Jeffery
	Introduction to Internet Marketing Jeffery	Database-Driven Marketing: Strategies, Concepts and Tools Walker	
	WELCOME COCKTAIL RECEPTION	NETWORKING DINNER	
EVENING SESSION	<i>Dinner on your own</i>	Study Groups/Case Study Walker	