



DIGITAL MARKETING

Digital Marketing for CXOs



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Program **Overview:**

Learn how digital marketing can support your organization's business goals and leverage fundamental marketing concepts in adopting a data-driven culture. This course is designed to help CXOs make informed decisions and strategize their online marketing efforts.

Program **Features:**

- > Industry's first course on digital marketing for leadership
- > Segmented approach to customer lifecycle
- > Metrics-based campaign evaluation

Delivery **Mode:**

Online Self learning.

Prerequisites:

There are no prerequisites to take this course.

Target **Audience:**

This course is best suited for leaders across industries, business professionals, leadership teams, and senior management.



Key Learning **Outcomes:**

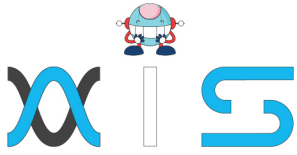
When you complete this Digital Marketing for CXOs course, you will be able to accomplish the following:

- Understand your audience and evaluate customer lifetime value
- Learn about RFM Analysis, attribution, and identify customer touchpoints
- Understand the customer journey which is a starting point for acquisition conversion, retention, and expansion of customer base
- Target your customer using advanced segmentation from personas and product thinking
- Learn about the evolution of marketing over the years and understand how users interact with your brand through different technologies, social media, and tools

Course **Curriculum:**

Lesson 1 - Overview of the Digital Marketing Evolution

- Faculty Introduction
- Introduction
- The MarTech Landscape
- Customer Journey
- Measuring the Digital Enterprise
- Marketing Organization Structure
- The Way Forward



AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners



SAS Management, Inc.

Premiere training and consulting services company, SAS Management, Inc. has been in the industry for a decade. SAS Management, inc. focuses on creating value in every learning and consulting experience by providing the best possible output – whether in a virtual classroom setup, e-learning, or face-to-face. SAS Management, Inc. is the leading training and certification provider for ITIL, Project Management Professional, ISO certifications, PRINCE2, SDI Service Desk Analyst and Manager, Agile, and a host of many programs and courses.



Simplilearn

Tagged as the “World's #1 Online Bootcamp”, Simplilearn provides online education and in-house training for professional certification courses. Founded in 2010, Simplilearn offers more than 100 programs, helping professionals reach their learning potentials needed to work in the digital economy.

Technology Partner



Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

Partners & Affiliates

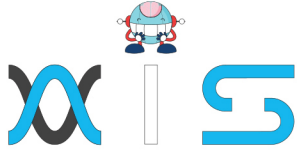


PECB

SDI
Service Desk Institute

EC-COUNCIL





The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.

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