

Executive Education Short Courses: Digital Marketing and Social Media Strategy

The emergence of the Internet has drastically changed various aspects of an organization's operations. Some traditional marketing strategies are now completely outdated, others have been deeply transformed, and new digital marketing strategies are continuously emerging based on the unprecedented access to vast amounts of information about products, firms, and consumer behavior. From Twitter to Facebook to Google to GroupOn to Apple, the shared infrastructure of IT-enabled platforms are playing a transformational role in today's digital age.

The Internet is now encroaching core business activities such as new product design, advertising, marketing and sales, creation of word-of-mouth and customer service. It is fostering newer kinds of community-based business models. There is a lot of economic value accruing from the content generated in spaces mediated by social media. There are tangible means for monetization of content through newer forms of online advertising and interactive marketing tools on the mobile web. These processes are just beginning and will have enormous impact on our activities and the way we relate to people and organizations. Traditional marketing has always been about the 4Ps: Product, Price, Place, and Promotion. This course will examine how the digital revolution has transformed all of the above, and augmented them with the 5th P of Participation (by consumers).

In this program, we will examine best-practices related to the business use of social media and digital marketing. While there will be sufficient attention given to top level strategy used by companies adopting social media and digital marketing, the course will also focus on digital analytics oriented tools: how to make organizations more intelligent in how they conduct business in the digital age. Measurement plays a big role in this space. Thriving in such an environment requires the understanding and leveraging of the major mega-trends of today such as Digital Attribution Social Listening, Big Data and the Social-Graph for external and internal business innovation. Based on the composition of the participants, we will discuss how specific firms can create a comprehensive social media and digital marketing plan and execute it. At the end of two days, they will be able to speak the digital language and sell it internally.

Program Benefits

During this program participants will:

- **Develop** a framework for quantifying the returns on social media and digital marketing
- **Understand** cross-platform and cross-device effects in digital attribution analyses
- **Examine** the mobile landscape and learn key metrics in mobile marketing analytics
- **Understand** the fundamentals of social network marketing such as peer influence and homophily
- **Discover** how to extract business intelligence from social listening tools
- **Learn** how businesses can tap into the open innovation opportunities in the digital world
- **Examine** the best practices in social media and digital marketing from multiple perspectives in multiple industries.

Who Should Attend:

Although there are no formal education or background requirements, Executive Education Short Courses are designed for executives with at least five years of work experience. This program is for anyone interested in getting a high-level understanding of digital marketing strategy from a strategic perspective from a B2C space as well as a B2B space.

Our participants hail from over 40 countries. While we strongly encourage global participation, please note that all courses are taught in English. Proficiency in written and spoken English is required.

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Sample Workshop Agenda

Day 1

Session 1

Introduction: Participants, goals, and course overview
Understand Social Media Strategy

- How social media is changing businesses
 - Leveraging major social media platforms such as Facebook, Twitter and Pinterest for customer acquisition and retention.
 - Discuss social media marketing strategies and execution in various industries.
 - Case studies of successful case studies and learnings from therein.
 - Team Session: Creating the next generation social enterprise.
 - Social business for B2B: Case studies & best practices.

Session 2 and 3

Explore Digital Marketing and Attribution Analysis

- Strategic search engine marketing, web analytics, and digital advertising models.
 - New metrics (audience/channel specific/universal engagement metrics) for evaluating success of digital marketing campaigns.
 - Team Session: Hands-on case analysis on how to leverage search advertising in generating customer sales in a cost-effective manner.
- A framework for digital marketing attribution.
 - Digital attribution across different media and different devices.
 - Hands on data analyses of multi-channel budget allocation in digital marketing.

Session 4

Leverage Social Networks and User Analytics

- Using social media networks for brand value.

- Distinguishing homophily from influence in social networks.
- Understanding and leveraging the peer influence process.
- Discuss different mechanisms through which products and ideas go viral.
- The science of viral marketing
- Methods for measuring the true impact of social networks and word-of-mouth
 - Executing statistical tools, experimental testing and randomized trials in the digital world.

Day 2

Sessions 5 and 6

Summary of day 2 learnings

Learn How Social Listening and Big Data Analytics Works

- Social listening and text analytics
 - Sentiment analyses and opinion mining of user-generated content.
 - Generating marketing intelligence from mining social media content.
- Hands on case analyses to build a Facebook community.
 - Team Session: Generate consumer insights and monetize Facebook fan page activity
 - Using social media channels to actively engage customers and communities
 - Social media metrics and social graph analyses

Session 7

Painting the Mobile Landscape: Mobile Marketing Strategies and Analytics

- Painting the mobile landscape: mobile internet, mobile apps, mobile ads, mobile commerce.
 - Key metrics and analytics in quantifying the value of mobile marketing.
 - Mobile and tablet consumption in consumer path to purchase.
 - Team session: Value of mobile apps for brands, marketers and firms.
 - Case analyses of mobile marketing and mobile advertising adoption.
 - Cross device and cross platform synergies between smart phones, tablets and PCs.

Session 8

Program Conclusion: Toolkits and Lessons Learned

- Summary of day's learnings
- Toolkit: A set of digital tools to continue your learning after the Program
- Concluding thoughts and “hands-on” discussion on implementing social media and digital marketing
- Program conclusion: Lessons learned and next steps for action