

Data et marketing

**MR-11** **2 Days (14 Hours)**

Description

Effective marketing today is driven by data. Studying and taking into account data allows us to measure changes in behavior and the market at any time. Visibility that offers the possibility of launching appropriate and specific actions in real time. This internship will allow you to integrate data-driven strategies and practices to improve your marketing performance.

Who is this training for ?

For whom

Marketing manager, digital marketing manager, marketing project manager.

Prerequisites

- Master the fundamentals of marketing and digital communication.

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Training objectives

- Rethink marketing strategies through a data-driven vision

Training program

En amont du présentiel

- A self-diagnosis.

Comprendre le paysage du Data-Marketing

- Data, big data and smart data.
- Key concepts of data marketing and marketing automation.
- Data typologies and analytics.
- Integrate the new GDPR and e-privacy rules.

Les impacts de la data sur l'expérience client

- Modify value creation processes.
- The single customer view (RCU).
- From CRM to CRM 360.
- Improve the customer journey.
- Use cases (micro-segmentation, predictive marketing).

Définir ses actions de marketing automation

- Understand the functionalities of a marketing automation platform: emailing, landing page, scoring, workflows.
- The possibilities offered by marketing automation.
- Prepare scenarios and the corresponding workflows.
- Automate tasks for a campaign.
- Best practices in marketing automation (nurturing, content, reminders, etc.).
- Choose a marketing automation platform.

Les impacts de la data sur la performance publicitaire

- Programmatic advertising and RTB.
- DMP, CDP, new architectures of marketing performance.
- Ad-verification tools and investment allocation.

Après le présentiel - Mise en œuvre en situation de travail

- A strengthening program: "one challenge per week for 7 weeks". A digital course to practice in a work situation. An activity personalized to your challenges.