Talk data to me

Training syllabus

Lore

Syllabus

Data Driven Marketing

This is an introductory course covering the background and history of data driven marketing to help you understand how it works and what your role is within it. It's a great foundation to an industry where almost no one has been trained in the basics so it provides a new perspective to build everything on top of.

We cover the use of data for audience creation, creative insight, campaign experiences, and performance optimisation (including testing).

It's designed for those who may have analytics qualifications but are just entering marketing, or vice versa, those who have been working in marketing but have limited experience with data driven experiences, particularly getting your hands dirty.

Journeys & Experiences

Based around what experiences the end customer wants from data driven businesses (for instance, simple purchasing via the web), this class looks at how to capture, process, and use data to create seamless engaging journeys.

We look at problems such as balancing the use of data to be personalised, without being creepy, or how to incentivise data capture without just bribing customers.

The content of this course is most suited to brand managers, strategists, journey planners, etc. who are being targeted with capturing data, creating personalisation at scale, and garnering loyalty from customers.

Stories & Visuals

Very few data folk have training in branding and strategy, leading to work which is dry and factual.

This is a strategic class which sometimes references methods of data manipulation, but equally looks at human psychology and compelling presentations.

This class is best suited for those who have stakeholders to engage and impress, internal or external.

We look at the branding of your data work and ways in which to create an easy to follow, and importantly, exciting, narrative.

You may work hands on with data, perhaps through a visualisation platform. Or you may never touch data directly yourself. But you do need to interpret the findings, identify the flow of the story, and sell your solution to others.

Future Thinking

This class looks inwardly at your team dynamics and the data solutions you have created to run your business effectively or to productise to stand out in the market, as well as looking outwardly to navigate the changing landscape as tools such as AI come to the mainstream.

If you are a more experienced marketer such as Marketing Director, Head of Planning, or perhaps a role such as Insight Director with an increasing remit, this class will support your individual progress as well as that of your organisation.

If innovation and productisation interest you, but you just don't have the time to get this involved, you may find my consultancy offering is better suited to solving your challenges

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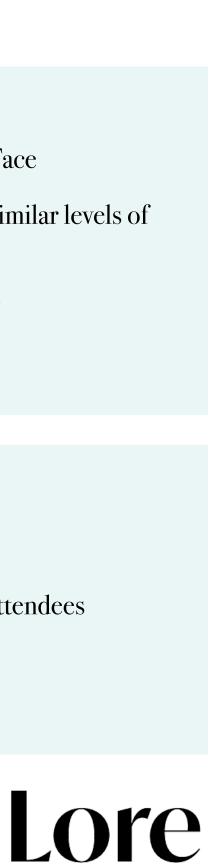Check it out here

Modules

Auditing your existing data and data offering

Creating a data strategy

Creating a data brand

Creating data products/Productising your data

Being a change leader

Setting up your team

Innovating successfully

Navigating new technologies

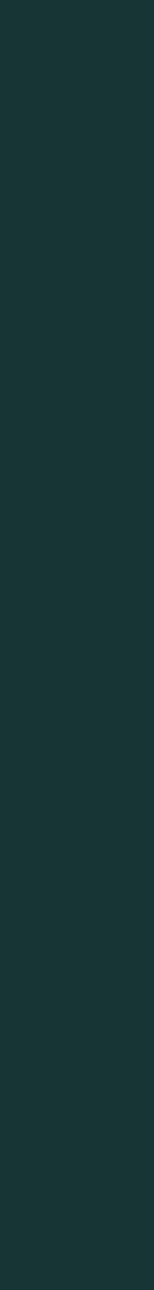Online or Face to Face

Groups should be senior and similar levels of experience

1 immersive day

£2,275.00 for max 10 attendees

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Thank you

Click here to get in touch

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