

DIGITAL MARKETING CRITICAL SUCCESS FACTORS

Detailed Syllabus

Chapter 1

The new marketing reality and consequences for marketers

The whole world around us is changing - a lot. And so does our marketing and media landscape. Knowing it's current state is crucial as it sets the basis for our marketing activities.

Unit	Title
1	Warming up!
2	Demise of classic online communication?
3	Search vs discovery
4	Always on and truly mobile
5	The new role of customer service and experience
6	The rise of the external sales force
7	The new platform economy
8	Overall shifts in digital marketing

Chapter 2

The mind- & skill set of effective digital marketers

If you look at leading digital marketers, there is a certain mind - & skill set they have in common. It determines how they make decisions and how they approach digital marketing in general.

Unit	Title
1	When heart meets brain
2	Chase your WHY
3	Address WIIFM (What's in it for Me!? - The Customer)
4	Be agile and act data and performance driven

Chapter 3

The digital marketing framework - an overview for any digital marketing activity

This is a very short, yet critical chapter. One of the reasons many digital marketers feel lost today, is because we are getting overwhelmed by the complexity of our field. Furthermore, the sheer amount of content out there on digital marketing can even prevent us from seeing the forest for the trees. This chapter aims to provide you with a solid base or rather systematic approach to your marketing activities.

Unit	Title
1	The elements of the digital marketing framework
2	The digital marketing framework at a glance

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Chapter 4

Analyzing and developing customers

The centerpiece of any marketing activity is our (potential) customer. This chapter deals with identifying the customers we want to make business with, how they make buying decision and where and how we can contact them online in order to develop them from a total stranger to a raving fan.

Unit	Title
1	Knowing your ideal customer and whom to avoid
2	The customer journey I: Basis of where and how to promote your product or service
3	The customer journey II: More channels, more devices, more complexity
4	Customer development I: From awareness to true loyalty
5	Customer development II: The new forces along the funnel

Chapter 5

Webinar: tracking & attribution - measuring the impact of our activities within the customer journey

Tracking and furthermore attributing our marketing efforts to desired customer actions are a very important topic in digital marketing. On the one hand, it helps us to deliver relevant messages cross channel and cross device. On the other hand, it helps us to understand, what really works and what doesn't.

Unit	Title
1	Webinar: Tracking & attribution - Measuring the impact of our activities within the customer journey

Chapter 6

Knowing what to go for and how to measure success

Even more important than doing things right, is doing the right things. In this chapter we talk about what to focus on and how to measure it. Furthermore, we look at conversion rate optimization as a means to identify why people do not convert along the sales funnel and how to fix it. We also cover how to determine how much money we should spend on a customer.

Unit	Title
1	Branding vs Performance?
2	What drives your business? About marketing goals, objectives and metrics
3	Conversion rate optimization: Fixing & improving the leaky funnel
4	How much should I spend on a customer? Part I: Cost per acquisition
5	How much should I spend on a customer? Part II: Customer lifetime value
6	Time to say good bye ... and one last thing