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Advanced Analytics for Sales & Marketing

Details:

- 5 Sessions
- 10 Modules
- 15 Hours

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PROGRAM OVERVIEW

Successful sales and marketing require harnessing the power of the best available tools to acquire the intelligence necessary to make informed decisions and gain a competitive edge. The solution is Advanced Analytics. Thanks to the availability of a massive amount of data, advanced analytics in marketing has become more important than ever. According to a BMO Capital Markets report, marketers spend US$50 billion per year on big data and advanced analytics to improve marketing's impact on business. Big data and analytics can help a business predict consumer behaviour, improve decision-making across the board and determine the Return on Investment (ROI)of its marketing efforts. By addressing these aspects adequately, the business would not only be able to protect its market share, but also expand into new territories. Analytics also ensures that consumers see a greater number of targeted, personalized ads that speak to their specific needs and interests, rather than mass communications that tend to annoy.

Marketing data can be analysed using a variety of methods and models depending on the Key performance indicators (KPIs)being measured. In this course, through practical tools and techniques, you will gain valuable insights into your customers and what drives their purchasing decisions. You will also learn to use the Customer Lifetime Value formula to guide marketing and product decisions throughout the consumer journey and follow key steps for implementing an innovative marketing and sales analytics initiative in your organization when the program concludes.

This course does not require any programming or computer science expertise and is designed to introduce the basics of advanced analytics to anyone, whether you have a technical background or not.

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KEY BENEFITS

Completing this program will empower you to:

✓ Define right KPIs for sales and marketing

✓ Make informed marketing decisions based on analytics

✓ Analyze sales data and plan future marketing and sales programs

✓ Determine customer segmentation and predict sales

✓ Apply analytic tools, models, and frameworks to optimize marketing ROI

✓ Leverage analytics and experimentation to gain a competitive advantage

✓ Develop marketing strategy for customer acquisition, development, and retention

✓ Create innovative marketing analytics initiatives in your organization

WHO SHOULD ATTEND THIS PROGRAM?

This course is designed for all C-level / President / Vice President / Director / Head / Manager of:

✓ Sales and Marketing

✓ Product Owner /Development / Design

✓ Project Management

✓ Digital Transformation Strategies

✓ e-Commerce/ Social Media

✓ Brand Strategies

✓ IT Consulting and Projects / UX Designers

Agenda

SESSION 1:

Module 1: Introduction to Sales and Marketing Analytics: How to Unleash the Power of Data?

- Define Key Performance Indicators, or KPIs for sales and marketing departments

- Use cases of marketing analytics

- Steps of implementing marketing analytics

- Stages of the customer lifecycle

- How to calculate Customer Lifetime Value?

Module 2: Advanced Analytics Categories

- Advanced Analytics Importance & benefits

- Advanced Analytics Categories

- Descriptive analytics

- Predictive analytics

- Prescriptive analytics

- Optimization

SESSION 2:

Module 3: Advanced Analytics and Data processing

- Data Sources & Types

- Big data

- Data Mining

- Crisp DM

- Required data volume

- Machine Learning techniques

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Module 4: Predictive Models for Sales and Marketing Analytics

- Introduction to predictive modeling

- Examples of predictive algorithms

- Tools for predictive modeling

- Churn Prediction

- Predict next purchase

- Sales prediction

Module 5: Sales Data Analytics and Customer Segmentation

- Analyze monthly Active Customers and New Customer Ratio

- Calculate Monthly Retention Rate

- Understanding customer goals and preferences

- How to determine Customer Segmentation?

- Creating a customer segmentation map

- Conducting factor analysis

- Developing sales strategy to generate value to customers

Module 6: Personalized Targeting and Recommendation Systems

- Market response models

- Building next-product-to-buy models

- Leveraging mobile marketing and location data

- Using location data for optimal couponing

- Building cross-selling recommendations systems

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SESSION 4:

Module 7: Sales/Pricing Analytics

- Measuring demand curve and setting the price

- Using surveys to assess willingness to pay

- Estimating price elasticity based on demand

- Conjoint analysis and personalized pricing

Module 8: Marketing Experimentation

- Measuring ad effectiveness

- Designing and executing A/B tests based on best practices

- Calculating marketing cost per acquisition

- Understanding advertising intensity and optimal frequency range

SESSION 5:
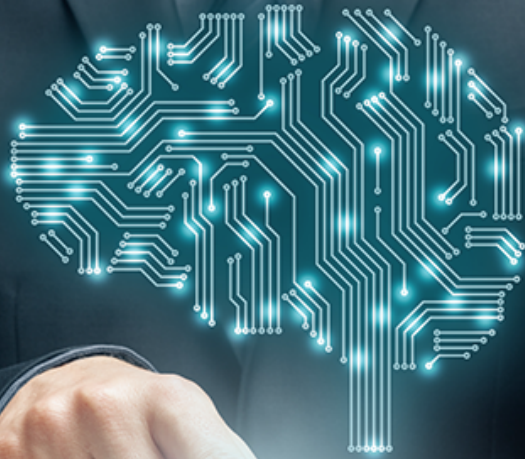
Module 9: Digital Advertising Analytics

- Search and display advertising

- Programmatic advertising

- Targeting and customizing digital ads

- Pretesting digital ads

Module 10: Strategic Outlook in Marketing Analytics

- How to create a marketing analytics team?

- Personal data and privacy regulation

- Privacy rules and marketing practice

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Soofastaei-Educations is an influential global training organization that delivers specialized world-class short- and long-term educational programs.

This organization is a part of Soofastaei Institute, which provides technical business solutions, publications, and educational services in the field of advanced applied analytics and AI in different for different industries.

The Soofastaei Educations works directly with the prestigious universities and giant industrial companies to train the new generation of students and experts for the digitalized future industries.

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