



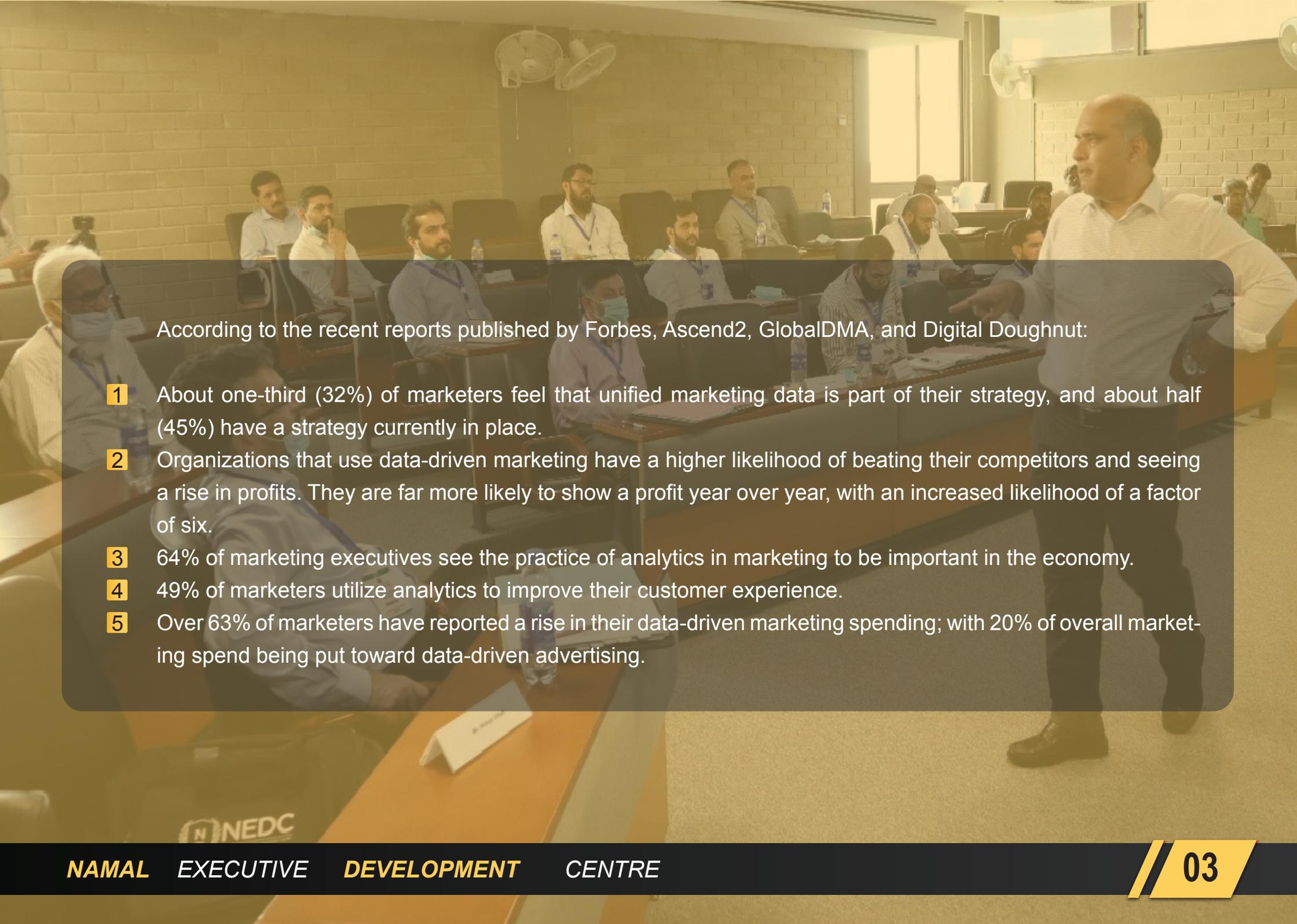
Data Analytics for Marketing



NAMAL EXECUTIVE DEVELOPMENT CENTRE

About this Course

Many organizations are overwhelmed with information regarding consumer purchase-related decisions, whether big or little. However, judgments are not necessarily implied by exploiting the available information. Finding the right ways to translate data into meaningful and clear insights is a challenge, and it's increasingly necessary for marketers to be able to use analytics to back up their informed data-driven judgments.

A man in a white shirt is standing and presenting to an audience seated at long tables in a conference room. The room has a brick wall and ceiling fans. The audience members are wearing blue shirts and lanyards. A semi-transparent dark box with white text is overlaid on the image.

According to the recent reports published by Forbes, Ascend2, GlobalDMA, and Digital Doughnut:

- 1** About one-third (32%) of marketers feel that unified marketing data is part of their strategy, and about half (45%) have a strategy currently in place.
- 2** Organizations that use data-driven marketing have a higher likelihood of beating their competitors and seeing a rise in profits. They are far more likely to show a profit year over year, with an increased likelihood of a factor of six.
- 3** 64% of marketing executives see the practice of analytics in marketing to be important in the economy.
- 4** 49% of marketers utilize analytics to improve their customer experience.
- 5** Over 63% of marketers have reported a rise in their data-driven marketing spending; with 20% of overall marketing spend being put toward data-driven advertising.

Program Objectives

Using Data Analytics of Marketing in the Digital Age, business people may monitor, manage, and evaluate their efforts to enhance their work and increase ROI (ROI). Marketing analytics goes beyond simply tracking leads and sales; they give marketers key information about customers and future business choices.

Following areas will be covered during this highly interactive course:

- *Calculation of Customer Lifetime Value (CLV) to enhance retention rates.*
- *Estimation of Return on Investment (ROI) through Pretest Analytics.*
- *Optimization of marketing cost by personalized customer advertisements on social media.*
- *Identification of customers' sentiment on Social Media to improve the product ratings.*
- *Understanding of competitors through technical Web audits.*
- *Development of an unbiased customer feedback system and using analytical tools to enhance the overall performance.*

Program Coverage

- *Conceptualizing data analytics in marketing from professional discussions.*
- *Using Text Analytics and Data to Improve Marketing Strategy.*
- *Understanding and Extending the CLV Formula to Make Decisions.*
- *Determining Cause and Effect through Experiments (Pretests).*
- *Personalizing customer advertisements through social media.*
- *Understanding data analytical tools to increase product rating and overall performance support.*
- *Understanding Technical Web audit software.*
- *Case studies of firms that have made great success by using Marketing analytics.*
- *Practicing and refining the data analytical skills.*
- *Bias control of measuring variables.*

WHO SHOULD ATTEND?

- 1 Senior Executives/CEOs
- 2 Strategic Decision Makers
- 3 Sales and Marketing Executives

Trainers

Dr. Shahid Bashir (Program Director)

Dr. Shahid has Doctor of Philosophy (PhD) in Business Administration (Digital Marketing), with over ten years of professional experience in research, teaching, training, and consulting in Marketing. He is particularly an expert in Digital and Analytical Marketing research, training, and development, with around 45 research publications and a cumulative impact factor above 60. He has worked with Multinational organizations, performed as a Head of Marketing, and established various market networks. He has also been involved in the training and development with various training institutes and conducted workshops and training programs regarding Marketing Analytics and Digital Marketing. Due to his vast experience in Marketing, he has developed so many professionals in the market.



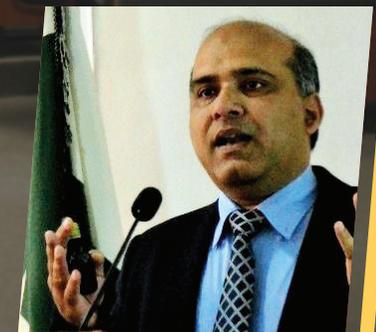
Prof. Dr. M. Tanvir Afzal (Project Director and Master Trainer)

Dr. Tanvir Afzal is an active researcher, executive trainer, highly regarded teacher, motivational counselor and psychology expert. He has been working in the field of Data Analytics for more than 20 years. His team was the winner of a world level data analytics challenge by beating a team from a leading university of Canada. He received the PhD degree with the highest distinction in Computer Science from Graz University of Technology, Austria, secured Gold Medal in his M.Sc Computer science from Quaid-i-Azam University, Islamabad, Pakistan. He has conducted training sessions in different national and international organizations. He is the recipient of multiple international research funding in the field of Data Analytics. Dr. Afzal authored more than 120 research papers including 50 published papers in impact factor leading journals in the field of Data Science.



Prof. Dr. Sajid Bashir (Program Co-director and Master trainer Business Strategic Decision making)

Dr Sajid Bashir completed his PhD in Organizational Behavior. He has around twenty years of teaching experience at leading universities of Pakistan. He has supervised 15 PhD theses and more than 100 MS theses. He has won 2013 award by HEC as best researcher in Pakistan in Management and Sciences. Dr. Bashir was selected as a master trainer by the World Bank in PIFRA project where he worked with Siemens Germany and Price Water House Coopers for one year. Later from 2002 to 2004, he trained over 10,000 personnel in Pakistan under the same project. He has trained the banking professionals at NIBAF, Public servants at STI Islamabad, AATI Islamabad and Wapda Staff College Islamabad.



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