

Marketing Excellence:

Digital Marketing

Create alignment and a common marketing mindset and language

We believe that digital marketing is an ever-changing, dynamic process that provides an avenue for two-way communication between a company and its actual or potential customers. It requires a new way of engaging with customers via the internet, mobile devices, social media, search engines, and other channels (multichannel), and, compared to traditional marketing, it involves new ways of understanding customer behavior. Digital marketing goes beyond digital advertising and aims to engage customers and stakeholders in beneficial conversations. In digital marketing, measurement and data analytics serve as key drivers in enhancing marketing performance.

Importance and Impact of Digital Marketing:

Markets and businesses are undergoing a digital disruption that requires accelerated GTM approaches and new ways of targeting customers. Overall, performance-based digital marketing is crucial to accelerate your marketing and business success. Therefore, every company needs a unique, customer-centric digital marketing strategy to define its digital marketing goals and tactics and to achieve cross-functional alignment between all departments and stakeholders on the strategy. As digital marketing is an ongoing process, companies need to transform themselves into learning organizations in which data analysis serves as a constant driver for change and optimization.

Target Audience:

Marketing: Product Marketing, Customer Marketing, Campaign & Communication Management, Brand Management, Data and Insights Analysis

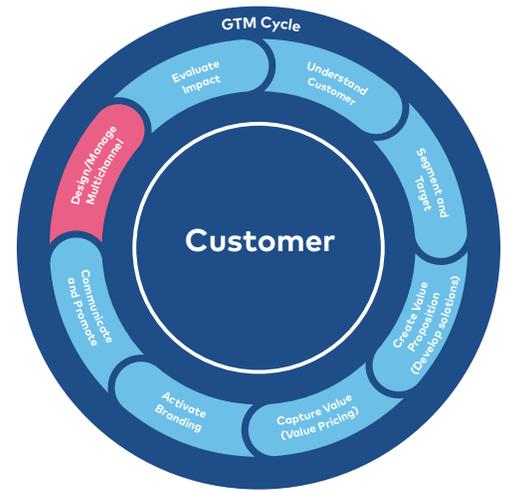
Sales: Account Management, Channel Partner

Other functions: Customer Success, Customer Support CRM-Systems, IT

Program Modules:

Introductory module: Leverage Digital Marketing

Capability-Focused modules: Craft Engaging Email Campaign, Create Engaging Content (soon), Performance-Based Digital Marketing (soon)



Learning Objectives:

- Differentiate digital marketing from digital advertising
- Recognize the value of digital marketing as a multichannel approach that needs to be aligned through a clear strategy
- Identify customer-specific journeys and the associated digital touchpoints
- Engage customers at the relevant touchpoints along their individual journeys
- Realize that digital marketing goals are the basis for each digital marketing strategy and that KPIs serve to measure your achievement of the goals
- Recognize digital marketing as an ever-changing, dynamic process in which measurement and data analytics serve as key drivers for enhancing marketing performance

BTS focuses on the people side of digital marketing and helps to create alignment on the impact of digital marketing. We support our customers in changing their ways of working and in building the capabilities required for executing new digital marketing campaigns and initiatives.

Key Differentiators

1. Leading-Edge POV on what marketers need today
2. Integrated with Seller & Buyer Cycle
3. People side of marketing: Tailored to your company's and people's needs and to personalizing the value
4. Customization for various industry and client needs
5. Research-based content
6. Virtual, in-person, and self-paced
7. Processes, tools, and application-oriented/experiential learning
8. Targeted, results-oriented learning journeys, supported by our impact maps and our unique approaches to measuring results
9. Go-Do's (on-the-job application of learnings)