



Digital Marketing and Data Masterclass

For Marketing Teams

In the age of the customer, digital and data have never been so important as a vital part of the marketing mix. But for many teams, the path to effectively leverage digital and data is still unclear.

There are many digital courses out there but most focus on channel strategies and tactical execution.

Our program is designed to help marketing teams understand the key aspects of digital as part of strategic marketing approach and how to effectively enable success through marketing tech, data and ways of working. This course will provide participants with the confidence as individuals and as a team to ask the right questions and build digital and data maturity.

This program provides an opportunity for shared learning within a highly interactive forum. With a focus on building team skills and expertise quickly, marketing teams can expect to complete this program equipped with the knowledge and skills to enhance their digital and broader marketing strategy.



Delivered on a days and times that suits your team



Onsite or remotely online



Held over 2 full days or 4 half days

course content

01/ digital and the changing nature of marketing

- Understanding key digital trends, changing consumer behaviours and consumption habits
- The benefits of digital

02/ digital strategy development

- The marketing mix in a digital age
- Defining digital strategy inline with corporate & marketing strategy
- Development of online target audience/s and value proposition

03/ customer journey mapping and the role of digital channels

- Understanding and mapping the customer journey
- Introduction to the RACE model to plan an integrated marketing approach

04/ digital channels & digital experience management

- Leveraging digital channels as part of an integrated approach
- A look at search, programmatic, social, email & the role of content

05/ ways of working

- Evolving how we work to take advantage of digital opportunities
- A look at agile ways of working in a marketing context

06/ data and analytics

- Leveraging data and analytics to power digital ambitions
- A look at a world without 3rd party cookies
- Changing privacy legislation and impacts for marketers

07/ marTech

- Navigating the MarTech landscape - understanding tools & tech
- Selecting the right MarTech to underpin your strategy

08/ measurement

- Defining a measurement framework to measure short- and long-term success
- Leverage learnings to improve performance

09/ building a case for change

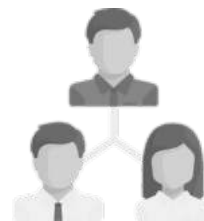
- Selling the vision to garner stakeholder buy-in
- Sizing the investment and staying the course

who is this program for?



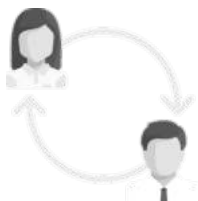
Teams needing to upweight knowledge & Skills

Teams looking to up-weight digital knowledge and expertise across the function.



Teams struggling to adopt digital

Teams who have struggled to be able to make progress in the digital & data space.



Teams re-orienting their approach towards digital

Teams who are tasked with driving digital transformation and a digital first approach

about the facilitator



Teresa Sperti



This program is led by the highly seasoned and regarded Teresa Sperti. A Customer and Digital leader with over 20 years' experience working for leading brands including Coles, Officeworks and World Vision amongst others. Teresa most recently spearheaded the transformation of the marketing function at World Vision. During her tenure she led a team of over 70 people across analytics, data, digital, experience, content and more.

Teresa's leadership in the digital, product and customer space has delivered substantial growth and transformative change for organisations in rapidly evolving markets. A thought leader within the Australian Marketing industry, Teresa regularly presents at conferences and events on a diverse range of topics including customer experience, data, marketing technology and leadership.

Teresa is the founder of Arctic Fox, an advisory and learning organisation specialising in customer transformation and growth and is a Non-Executive Director of BIG4 Holiday Parks. She possesses deep expertise and knowledge in data, digital and customer experience and has led transformation change in large organisations.

Teresa was named in the top 20 CMOs in Australia in 2018 which recognises Australia's most innovative and effective marketing leaders in the country.

past participants say...

We engaged Arctic Fox to help us up-skill the marketing team in digital and data capability. The Digital Marketing & Data Masterclass allowed the team, with varied skill levels to learn together. Engaging and informative, the program has helped the team to build confidence to develop integrated marketing plans, leverage data, effectively measure performance and more. Thanks for a great 4 days of learning Arctic Fox.

Head of Brand & Content

Leading Retail Brand

After completing the Digital Marketing & Data Masterclass, my team were excited by the opportunity for change within the business. We came away with clear goals, which quickly formed a plan that we could action immediately. After such a long time in business, we thought we had tried "most" things, but after doing the Masterclass we saw there were so many strategies we were yet to leverage. The Arctic Fox Digital Marketing & Data Masterclass has changed the conversation within our business and the learnings and plan have become the foundation of our marketing plan for the next 12 months. I would highly recommend the program to anyone in marketing or leading a business to understand what is possible in the digital world - very exciting stuff!

CEO

Leading fashion retailer

trusted by

coles



epilepsy
FOUNDATION

VICINITY
CENTRES

carsales



BRIDGESTONE

Laminex®

pricing and number of participants

Arktic Fox recommends a minimum of 6 participants in order to get the most out of an in-house training experience.

Pricing is dependent on the number of course attendees and the level of customisation. To find out more contact us to discuss your individual needs.

FAQs

Will the team need to undertake any work outside of the program?

To get the most out of the masterclass the team will be asked to progressively build out a digital marketing canvas - this should take no more than 60 - 90 minutes in between sessions.

Can the program be customised to suit our individual needs?

Customisation is possible and should be discussed and agreed to prior to the session. Customising the program may incur additional costs depending on the level of customisation required.

What is the minimum number of attendees

We recommend there is a minimum of 6 attendees to run a dedicated program for a team. This will ensure there is enough diversity of thought in the room to stimulate learning and enhance the training experience.

Is there a one day option available?

Yes a one day option is available and can be discussed. The one day option covers off modules one to four of the program as well as parts of module eight.

What technology will I need to undertake the course?

If you opt for online learning, the program is facilitated via Zoom. We recommend participants download the zoom app onto their laptop or desktop prior to commencement of the course.

What is the cost to hold the training in-house for my team?

In-house training costs are dependent on the size of your group. Please contact us at hello@arkticfox.io to discuss group pricing.



ARKTIC FOX