



Digital Marketing and Data Masterclass

For Marketing Teams

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

There are many digital marketing 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 marketing as part of an integrated 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 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 day and time that suits you
-  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



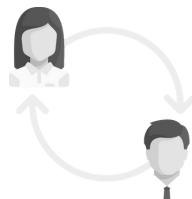
Teams needing to upweight knowledge & Skills

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

Please click [here](#) for more information

about the facilitator



Teresa is the Founder and Director of Arktic Fox, a digital and marketing transformation advisory and learning organisation and Non-Executive Director of BIG4 Holiday Park. Prior to establishing her own business, Teresa was the Chief Marketing, Data and Product Officer for World Vision spearheading digital and marketing transformation.

Teresa Sperti



Teresa's possesses deep expertise and knowledge in data, digital and customer experience and 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...

"My team and I were lucky enough to participate in the latest Arktic Fox Digital Masterclass, and what a masterclass it was! The program covered an array of topics from strategy development to measurement and everything in between.

I'd definitely recommend the masterclass for anyone who works in the digital marketing space, or works with people who do. 10/10"

- Genie K, Senior Marketing Manager, Coles

"The Digital Masterclass was the perfect curation of content, providing a holistic view of digital marketing and its role within the wider marketing strategy.

The program offered practical information and insights as to the 'why' relative to strategic outcomes and how to get there. Well done to Arktic Fox on an excellent Masterclass, highly recommend it for every modern-day marketing professional!"

- Marketing Manager, Vicinity Centres

trusted by



pricing - per delegate

RRP \$1395 (+GST)

Delegates can register and directly pay online using their credit card via [eventbrite](#). Alternatively an invoice can be supplied upon request - contact us at hello@arkticfox.io

Please contact us for pricing if booking multiple places at hello@arkticfox.io

FAQs

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

To get the most out of the masterclass delegates are asked to progressively build out a digital marketing canvas - this should take no more than 60 minutes.

What tools will I be provided with?

You will be provided with a digital marketing canvas to help apply the learnings to your role / business. You will also be provided with all course material prior to course commencement.

Are bookings refundable or transferable?

Due to limited places on the course, Arktic Fox is unable to refund bookings. Bookings are however able to be transferred to another individual to attend the course on your behalf.

What technology will I need to undertake the course?

The online course is facilitated via Zoom. We recommend you download the zoom app onto your laptop or desktop prior to commencement of the course.

How can I pay?

Delegates can register and pay online using their credit card via the [eventbrite](#) portal. Alternatively, please contact us at hello@arkticfox.io to pay via invoice, or if you are wanting to book more than one place. Special rates will be offered for multiple bookings.

Is there any pre-work I will need to do?

No, there are no pre-work requirements.

Do you provide in-house or onsite training?

Yes we do. Please contact us to discuss your needs and how we can support your requirements.

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.

Which countries and states do you operate within?

In-house training can be arranged for those in Australia and New Zealand.



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