



# Digital Marketing and Data Masterclass

In the age of the customer, digital and data has never been so important as a vital part of the marketing mix. But for many managers and leaders, the path to effectively leveraging digital and data 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 working marketing and digital professionals 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 guide the digital and data journey.

Highly interactive and practical, the program also provides a forum for you to sound board thoughts and ideas and wrestle with what digital and data means for your marketing strategy.



4 half day online sessions from 1:00pm - 4:45pm AEST.



Please visit our [website](#) for the latest masterclass dates.

# the course covers 9 modules which include;

## 01/ digital trends- 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?



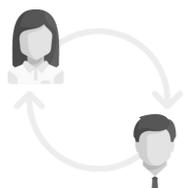
### Mid-level Marketing Managers

Marketing managers leading integrated marketing in their organisation or responsible for a digital team.



### Marketing and Customer Leaders

Marketing and customer leaders who are looking to up-skill in digital to lead with confidence.



### Digital Performance Managers

Digital managers responsible for digital performance who must work within a holistic marketing framework.



### Integrated Marketing Teams

Multi-function marketing teams, tasked with delivering a full-funnel marketing 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...

*"My team and I were lucky enough to participate in the latest Arctic 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 Arctic Fox on an excellent Masterclass, highly recommend it for every modern-day marketing professional"*

- Marketing Manager, Vicinity Centres

## trusted by

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## pricing - per delegate

RRP \$1050 (+GST)

Delegates can register and directly pay online using their credit card via [eventbrite](https://www.eventbrite.com). Alternatively an invoice can be supplied upon request - contact us at [hello@arcticfox.io](mailto:hello@arcticfox.io)

Please contact us for pricing if booking multiple places at [hello@arcticfox.io](mailto:hello@arcticfox.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, Arctic 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](https://www.eventbrite.com) portal. Alternatively, please contact us at [hello@arcticfox.io](mailto:hello@arcticfox.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@arcticfox.io](mailto:hello@arcticfox.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.



# ARKTIC FOX