

Digital Analytics For Marketing: Use Customer Intelligence to Uncover High-value Audience

Course Outline

In this course, you will:

- Learn concept of Business Analytics and Big Data technologies with its strategic importance to any organisation. (3 hours)
- Explore different types of Data Analytics with real life cases and how they all are interconnected. (4 hour)
- Understand and apply search engine marketing (SEM) to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of search engine optimization (SEO), paid placement and contextual advertising.(4 hours)
- Learn how organisations can search, display and content – across the customer journey to deliver a successful integrated marketing strategy. (5 hours)