



Marketing and Media

Advanced Data-Driven Marketing Intelligence

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- Location: London
 - Date: From 13/1/2025 To 17/1/2025
 - Investment: \$5950 (Excluding VAT)



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ACADEMY

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Course Introduction

Advanced Data-Driven Marketing Intelligence is a 5-day intensive course designed to equip participants with the knowledge and skills to harness the power of data and analytics to drive marketing success. This course will delve into advanced data analysis techniques, predictive modeling, and AI-powered marketing strategies.

Training Method

This course is suitable for:

- Marketing analysts
 - Data analysts
 - Digital marketers
 - Market research professionals
 - Business analysts
 - Anyone interested in leveraging data to drive marketing success
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Course Objectives

Upon completion of this course, participants will be able to:

- Master advanced data analysis techniques: including data mining, statistical modeling, and machine learning.
- Leverage data-driven insights: to optimize marketing campaigns and customer experiences.
- Build predictive models: to forecast future trends and customer behavior.
- Implement AI-powered marketing solutions: to automate tasks and improve decision-making.
- Measure and evaluate marketing performance: using key performance indicators (KPIs) and analytics tools.
- Stay updated on the latest trends and innovations: in data-driven marketing.

Who Should Attend?

This course is suitable for:

- Marketing professionals
 - Digital marketers
 - Business owners
 - Entrepreneurs
 - Anyone interested in learning the basics of digital marketing
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Course Outline

Day 1: Data-Driven Marketing Fundamentals

- Introduction to Data-Driven Marketing:
 - o The role of data in modern marketing
 - o Key performance indicators (KPIs) and metrics
- Data Collection and Integration:
 - o Data sources (web analytics, social media, CRM)
 - o Data cleaning and preparation
- Data Visualization and Storytelling:
 - o Creating effective data visualizations
 - o Telling compelling data stories

Day 2: Advanced Data Analysis Techniques

- Statistical Modeling:
 - o Regression analysis
 - o Time series analysis
 - o Hypothesis testing
- Machine Learning for Marketing:
 - o Customer segmentation
 - o Churn prediction
 - o Recommendation systems
- Text Analytics and Sentiment Analysis:
 - o Extracting insights from text data
 - o Sentiment analysis of social media and customer reviews

Day 3: Predictive Analytics and AI in Marketing

- Predictive Modeling:
 - o Forecasting future trends and customer behavior
 - o Building predictive models using machine learning

Course Outline

- AI-Powered Marketing Automation:
 - o Marketing automation platforms
 - o AI-driven personalization and targeting
- Chatbots and Virtual Assistants:
 - o Designing and implementing chatbots
 - o Natural language processing for customer interactions

Day 4: Marketing Measurement and Optimization

- Measuring Marketing Performance:
 - o Key performance indicators (KPIs) and metrics
 - o Marketing attribution models
- A/B Testing and Experimentation:
 - o Designing and running A/B tests
 - o Analyzing test results and drawing conclusions
- Marketing Optimization:
 - o Continuous improvement and optimization

Day 5: Ethical Considerations and Future Trends

- Ethical Implications of Data-Driven Marketing:
 - o Data privacy and security
 - o Bias and fairness in AI algorithms
- The Future of Marketing:
 - o Emerging trends and technologies
 - o The impact of AI on marketing
- Case Studies and Best Practices:
 - o Real-world examples of successful data-driven marketing campaigns
 - o Lessons learned and best practices for future success

Registration & Payment

Complete & Mail to London Royal Academy or email
registration@londonra.com



Registration Form

- Full Name (Mr / Ms / Dr / Eng)
- Position
- Telephone / Mobile
- Personal E-Mail
- Official E-Mail
- Company Name
- Address
- City / Country

Payment Options

- ☐ Please invoice me
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Terms & Conditions

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Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

www.londonra.com/terms-and-conditions/

Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

Course Materials


The course material, prepared by the LRA, will be digital and delivered to candidates by email

Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



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OUR PARTNERS



THANK YOU

CONTACT US

 +44 2080898183

 info@londonra.com

 Mayfair Office: 1 Mayfair Pl, 1st Floor,
W1J 8AJ London, UK

 City Office : 124 City Road,
EC1V 2NX London, UK

 Dubai Office : Park Towers,
DIFC Office 7

CH No: 15668865

