



DIGITAL MARKETING:

DATA VISUALIZATION & SMARKETING

Today's marketers face a constant proliferation of marketing channels, the growing power of connected customers and an explosion of new digital tools. To succeed, marketers must be able to plan, implement and measure the impact of digital strategies and integrate them with traditional marketing and business goals.

Digital Marketing: Data Visualization & Smarketing teaches professionals about key digital marketing channels and available strategies. In this four-session program, participants will learn how to think strategically and develop an ROI-based marketing plan that will identify what's right for their customer and their organization. They will also explore the collaboration between sales and marketing to better identify prospects, connect with them, and shorten the sales cycle.

The program is designed for professionals who want to master the fundamentals of digital marketing strategies and current digital marketers who want to learn the latest concepts. Participants will leave with applicable frameworks and planning tools to lead new initiatives. The program will be delivered online on four days in June from 9 a.m. to noon ET.

Session Topics

- Session 1:** Digital Marketing Strategies
- Session 2:** Building and Measuring Your Customer Experience
- Session 3:** Mobile Marketing
- Session 4:** Smarketing

Early Registration: \$1,252 per individual participant (until 30 days before program start)

Regular Registration: \$1,390 per individual participant

Discounts available for company groups, Temple alumni

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