Mastering Digital Marketing: SEM, SEO, Social Media and Beyond

EXECUTIVE EDUCATION
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Go beyond digital. Go omnichannel.

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Programme overview

Make an immediate impact with a unified and coherent cross-channel strategy that secures customer loyalty.

Programme focus

"Let’s double down on our print, radio and TV ad spend...” said no one in the last five years. In reality, while most companies are ‘doing digital’, nearly 50% lack a defined strategy. And even fewer have created an omnichannel strategy that looks at how physical and digital marketing intersect.

This online programme leads you through a three-month journey into the critical topics for marketers and business leaders. You’ll learn how to apply the latest thinking in modern marketing, and you will be equipped to build an effective omnichannel strategy for your organisation.

What you learn

- New digital consumer behaviour and how marketing looks different in the social-digital age.
- The importance of content marketing and the metrics used for its measurement.
- Search Engines and how they are central to digital marketing success.
- Strategies that convert best on Google AdWords and Amazon Marketplace.
- Leverage social networks for mobile advertising.
- Build advocacy across social networks.
- Integrate wallets, apps and payments into one cohesive loyalty strategy.
- Location-based mobile marketing and how it fits into an omnichannel approach.
- Strategy involved in creating the omnichannel customer journey.

Programme details

START DATE
13 August 2020

PROGRAMME FEES
£2,500 ($3,000)*
Flexible payment available

DURATION
3 months, online
6-8 hours/week

*GST applicable to Singapore residents.

“Modern marketing isn’t just ‘doing digital’ – it’s having an omnichannel strategy to build touchpoints across all channels your customers use, both online and offline.”

Lil Mohan, Adjunct Professor of Marketing
Who attends

Marketers and business leaders from around the globe are eager to embrace new strategies that leverage digital platforms. It’s a topic with global appeal. That is reflected in the participant profile.

Years of work experience

- 6-10 years: 22%
- 16-20 years: 22%
- 11-15 years: 16%
- 1-5 years: 15%
- 21-25 years: 13%
- 26+ years: 12%

Representative titles include

- Senior Marketing Manager
- Commercial Director
- CEO
- Sales Manager
- Senior Consultant
- Alumni Manager
- Social Media Manager
- Global Brand Manager
- Country Manager
- Head of Corporate Communications
- Category Manager
- Founder/Entrepreneur

Representative industries include

- Education: 14%
- Healthcare: 10%
- Banking & Financial Services: 8%
- Media: 8%
- Consulting: 7%
- Others*: 53%

*Others include Advertising, E-commerce, Energy, Fast-Moving Consumer Goods, Industrial Goods, IT Products, IT Services, Real Estate, Retail, Telecommunications and many more.
Representative regions include:

- **Europe**: 41%
- **United Kingdom**: 20%
- **Asia**: 14%
- **Australasia**: 9%
- **North and South America**: 8%
- **Africa**: 1%
- **Middle East**: 7%
The 3C Framework

The 3C Framework is at the heart of modern marketing and is the key framework of this programme. You will learn how to connect meaningfully with an audience, how to convert them into customers and how to continuously engage them.

Right for you

Businesses are feeling the pressure to elevate marketing efforts and cut through the noise. This programme is designed for:

- **Experienced traditional marketers** who come from corporate communications or non-digital backgrounds, seeking to round-out their marketing mindset by learning the latest digital methods and gaining a big picture perspective. Titles may include CMO, marketing director, marketing manager, brand manager, account manager, communications manager and product manager.

- **Non-marketing leaders** who seek a holistic view of the latest marketing trends and strategies for building customer loyalty as a pathway to growth. Titles may include CEO, COO, managing director, founder, president and general manager.

- **Early-career marketers** who are digital natives and may have experience with some components of the marketing mix but seek to build broader capabilities for their career growth. Titles may include marketing coordinator, marketing specialist, marketing analyst and PPC/SEO/content specialist.

- **Professionals from a non-marketing field** making a horizontal move into marketing, such as product development, HR, operations, finance and customer service.

Source: This 3C Framework is a derivation and simplification of the RACE (Reach, Activate, Convert, Engage) framework developed by Dave Chaffey, which itself evolved from REAN (Reach, Engage, Activate, Nurture) framework developed by Xavier Blane and discussed in Cult of Analytics by Steve Jackson.

Good for you

- Learn how to use the 3C Framework, as well as which success metrics to track across different marketing activities.

- Learn how to deliver an omnichannel strategy to deliver higher customer loyalty rates – and put you ahead of your competition.

- Interact through live sessions with London Business School faculty and marketing simulations.

- Contribute to discussion boards moderated by the learning manager and build your global peer network.

- Build credibility with a London Business School certificate of completion.
Company examples

Note: All product and company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

“The programme design and Professor Mohan’s modules were great. The simulations helped put theory into practice.”

Sayantani Gupta (India), Senior Vice President – Marketing, Tata Sky Ltd.
How you learn

This programme is designed to introduce you to the latest marketing strategies and demystify the acronyms you may have heard about, such as SEO, PPC, SERPs, and KPIs. This programme focuses on the big picture strategies that lead to sustained growth rather than the nitty-gritty tactical methods used on the front line. There are plenty of opportunities to apply your learnings through simulations, group discussions, case studies, and live sessions with London Business School faculty.

MODULE 1 | INTRODUCTION TO SOCIAL MEDIA, INTERNET MARKETING AND THE 3C FRAMEWORK
- Interpret digital marketing trends and see examples of the 3C Framework in action.

MODULE 2 | CONTENT MARKETING
- Understand what content marketing is (and isn't), how to build a strategy and what metrics define its success. Case study: LEGO: Building customer communities through technology.

MODULE 3 | ORGANIC SEARCH MARKETING AND SEARCH ENGINE OPTIMISATION (SEO)
- Explore how search engines work and what elements make for a good SEO strategy. Case study: online marketing at Big Skinny, a marketing tech firm.

MODULE 4 | PAID SEARCH MARKETING AND SELLING ON MARKETPLACES
- Deconstruct paid search, how it works, and which are the best strategies on AdWords and Amazon Marketplace.

MODULE 5 | DIGITAL MARKETING IN B2B ENVIRONMENTS
- Analyse how digital marketing is affecting client relationships and explore different selling strategies in the B2B environment.

MODULE 6 | MOBILE APP MARKETING: NATIVE AND SOCIAL ADVERTISING
- Revise your mindset to think about apps not ads and discover what metrics to measure.

MODULE 7 | SOCIAL MEDIA MARKETING: LISTENING AND CREATING CONTENT
- Tune into the social media listening-response loop to gather insights, identify trends and build a social listening strategy.
MODULE 8 | SOCIAL MEDIA: SHARING CONTENT AND BUILDING ADVOCACY

MODULE 9 | PERSONALISATION MARKETING AND DIGITAL LOYALTY PROGRAMMES
- Appreciate the payoff for personalising digital content and learn how to integrate wallets, apps and payments into one cohesive loyalty strategy. Case study: Starbucks’ Loyalty Reigns.

MODULE 10 | OMNICHANNEL MARKETING: COMBINING DIGITAL WITH PHYSICAL-LOCAL
- Learn why location is the new currency of marketing and how an omnichannel marketing strategy will put you ahead of your competition. Case study: Showrooming at Best Buy.

MODULE 11 | OMNICHANNEL: STRATEGY FOR SEAMLESS CONVERGENCE
- Learn about the touchpoints that make up a customer journey in an omnichannel approach to inform your own unified marketing strategy.
Experts in the field

Lil Mohan
Adjunct Professor of Marketing
London Business School

Lil Mohan is an entrepreneur and an academic. As Adjunct Professor of Marketing at London Business School, he covers several topics including Digital, Social Media, M-Commerce, Omnichannel and Advertising. He brings to his teaching a variety of experiences from Amazon, Intel, Motorola, Sun Microsystems, and two successful high-tech start-up companies: Junglee and Snapstick.

Lil consults independently for technology companies in the areas of product design, product marketing, and marketing strategy. His most recent engagement was advising a leading fin-tech company on digital strategy. Also, he is Adjunct Professor of Marketing at The University of Chicago Booth School of Business, as well as at IIM Ahmedabad, where he teaches various MBA, Exec MBA, and Exec Ed Programmes.

Before this, Lil was Managing Director for Intel’s 4G mobile wireless programme in Emerging Markets, prior to which, he was VP of Business Strategy at Motorola’s Mobility division.

Earlier, Lil was General Manager of Amazon’s mobile platform BU, where his team built the world’s first retail M-commerce application Amazon Anywhere, enabling customers to find and buy products on their mobile devices. Lil has also been a partner at JP Morgan Partners Advisors, where he co-managed a venture fund.

Lil has a PhD in EE from Purdue University, a Postgraduate Diploma in Management from the Indian Institute of Management, Ahmedabad, India, and a BS in EE from the Indian Institute of Science, Bangalore, India.

Anja Lambrecht
Professor of Marketing

Professor Anja Lambrecht’s research focuses on digital marketing, with a particular emphasis on online targeting and advertising as well as promotion and pricing. She has examined how firms can use retargeting to reach out to consumers and how firms can advertise on Twitter to early trend propagators. Her work on digital pricing has examined, among others, freemium pricing for online content sites and mobile apps. Her current work further focuses on how spill overs between different economic actors in digital markets can lead to apparent algorithmic bias.

Professor Lambrecht’s work has been published in leading marketing journals, including the Journal of Marketing Research, Marketing Science and Management Science. In 2014, she received the Paul E. Green Award, in 2016 and 2017 she was a finalist for the INFORMS Society of Marketing Science Long Term Impact Award and in 2018 she received the William F. O’Dell Award. She is an Associate Editor at Marketing Science and the Journal of Marketing and a member of the Editorial Board of the Journal of Marketing Research.

Before joining London Business School, she was a Visiting Assistant Professor at the UCLA Anderson School of Management and a Visiting Scholar at Stanford Graduate School of Business. Prior to her academic life, Anja Lambrecht worked as consultant at McKinsey & Company in Frankfurt. Anja has a Ph.D. from Goethe University, Frankfurt. She also holds a Diplom-Kauffrau from Goethe University, Frankfurt and a Maîtrise des Sciences de Gestion from Université Paris-Dauphine, Paris.
David Arnold
Adjunct Professor of Marketing

David Arnold’s research focuses on global versus local marketing; marketing strategy; innovation and market evolution; brand management; and global customer management. He has been a strong advocate of local marketing by global corporations. His writing and consulting in multinational marketing has focused particularly on brands, and relationships with local sales and distribution units.

Prior to joining the School as Adjunct Professor of Marketing, he was an Assistant Professor at Harvard Business School. He also holds adjunct faculty positions at CEIBS, in China; and Rochester/Bern, in Switzerland.

David Arnold received his MPhil from London University; his MBA from City University; and his DBA from Harvard University. From 1993 to 1996, he was the Stanley Roth Fellow at Harvard Business School; and from 1995 to 1996 he held the Du Pont Foundation Fellowship for International Research. He has written a number of Harvard Business School case studies, and in 2002 he was a winner of the Academy of International Business Case Competition.

Before entering academia, David worked in London as an editor for Mitchell Beazley International; and for the Department of Health and Social Security. He has also worked as a consultant to several multinational companies on international marketing.

He is the author of a number of books, including The Handbook of Brand Management which is now into its third edition.
Certificate

Upon successful completion of the programme, you’ll earn a digital certificate of completion from London Business School.

This is to certify that

Your Name

has successfully completed:

Mastering Digital Marketing: SEM, SEO, Social Media and Beyond

05 November 2020

[Signature]

Julian Birkinshaw
Professor of Strategy and Entrepreneurship,
Deputy Dean Executive Education and Learning Innovation,
Director of the Institute of Innovation and Entrepreneurship

About London Business School

London Business School’s vision is to have a profound impact on the way the world does business, and the way business impacts the world. The School is consistently ranked in the top 10 business schools globally, seeking ambitious, curious professionals driven to define their own success.

As well as its highly ranked degree programmes, the School offers award-winning executive education programmes to business leaders from around the world.

With a presence in five international cities – London, New York, Hong Kong, Shanghai and Dubai – the School is well positioned to equip students from more than 130 countries with the tools needed to operate in today’s business environment. The School has more than 40,000 alumni, from over 150 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities.

London Business School’s 157 academics come from 27 countries and cover seven subject areas: accounting; economics; finance; management science and operations; marketing; organisational behaviour; and strategy and entrepreneurship.

Programme collaborator

EMERITUS

London Business School is collaborating with Emeritus to deliver this online programme. Emeritus handles the registration process and will answer any questions you have about the programme, and whether it’s right for you. More than 30,000 participants from 150+ countries have signed up for Emeritus’ online programmes in the last year.
Your learning experience

Our programmes are designed to meet the needs of individual learning styles, whilst leveraging the power of peer learning. This is achieved through a user-friendly learning platform enabling you to easily navigate programme content to achieve learning objectives.

Keeping it real

Our learning approach includes:

- Bite-sized learning elements
- Faculty led discussions
- Real-world application through simulations including digital marketing and social media
- Active support from learning managers and delivery team

Keeping it convenient

Access to programme content is highly flexible, available through multiple devices, allowing working professionals to easily manage schedules and learn remotely – anytime, anywhere. Participants access learning materials via a modular approach, with new content released weekly.

To further personalise the programme modules, live teaching sessions are scheduled during the programme. For participants who are unable to attend these sessions live, a recording is made available so nothing is missed. Our industry-leading learning platform allows participants to create a profile, connect and collaborate with peers and interact with academic/industry experts such as programme leaders, coaches and teaching assistants. Assignments are often linked to participants’ real-world situations, making concepts inherently practical.

Keeping it engaging

Live interactive sessions with faculty and learning managers make this far from a one-way learning experience. Our online classrooms enable participants to seamlessly interact with their peers through discussion boards and stay on track towards programme completion. Programme modules include a variety of teaching methods, including:

- Live sessions with faculty
- Recorded video lectures
- Moderated discussions with learning managers
- Class materials: articles and case studies
- Marketing simulations

Access requirements

- PC, laptop, tablet, Mac, iPad or smartphone, combined with any up-to-date internet browser
- Valid email address
- Microsoft Office Suite (97 upwards)
- A PDF reader
- The programme uses a cloud-based platform, accessed through a single sign-in

Talk to us

Contact our dedicated programme advisor on +44 (0)2897 441155 lbs@emeritus.org