



Θεσσαλονίκη, 15 & 16 Φεβρουαρίου 2018
Εισηγητής: Rob Thurner

Πέμπτη, 15 Φεβρουαρίου

9:00-11:00 Introduction and Learning objectives

Welcome to the digital revolution

- Key innovators and technologies driving successful digital strategy
- The contribution of digital's pioneers Google, Apple, Facebook, Amazon
- Developing digital relationships with customers

Agile mindset and business culture

- Adopting an experimental "test and learn" mindset
- Embracing a "move fast, fail fast" culture to drive innovation
- **Workshop #1** – Behaving like a start up – move fast, and overcome the big company processes and obstacles

11:00-11:15 Coffee Break

11:15-13:00 Know your customer

- Understanding the digitally empowered consumer
- Using third party data to build richer segmentation models
- **Workshop #2** – Creating digital customer profiles

Customer journey mapping

- Examining the role of digital across the omnichannel customer journey
- Using digital channels to build awareness, consideration, purchase, loyalty
- **Workshop #3** – Mapping the customer journey – on and offline

13:00 – 13:45 Lunch and networking

13:45-17:00 Design and building world class digital User Experiences

- Understanding your customer and usability research
 - User-Centered Design (UCD)
 - Wireframes and prototyping
 - Optimising content and page composition
 - Testing the experience
 - **Workshop #4** – Creating wireframes for quicker website journeys
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Παρασκευή, 16 Φεβρουαρίου

9:00-11:00

Advanced Content Marketing

- Sourcing and developing content using the Hero, Help, Hub model
- Evaluating types of content (images, text, video etc.)
- **Workshop #5** – Building content marketing plans

Create social media masterplan

- Using social channels to build relationships and build trust
 - Assessing Facebook, YouTube, Twitter, Instagram, Pinterest, Snapchat, LinkedIn
 - **Workshop #6** – Turning social relationships into sales opportunities
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11:00-11:15

Coffee Break

11:15-13:00

Driving traffic through search and display marketing

- Understanding the role keywords play in defining your audience
- Working with Google's basic planning tools, building targeted keyword strategies
- Assessing display formats, networks targeting and programmatic

Building long term loyalty

- Key ingredients for successful digital loyalty
 - Assessing digital loyalty channel SMS, email, in-app notifications
 - **Workshop #7** - Assessing world class loyalty programmes
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13:00 – 13:45

Lunch and networking

13:45-17:00

Analytics Measurement & ROI model

- The myth and the reality of digital measurement
- Assessing and using digital measurement tools
- Turning insight into business intelligence to optimise digital performance

Action Plan

- **Workshop #8** – post-workshop action plan
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