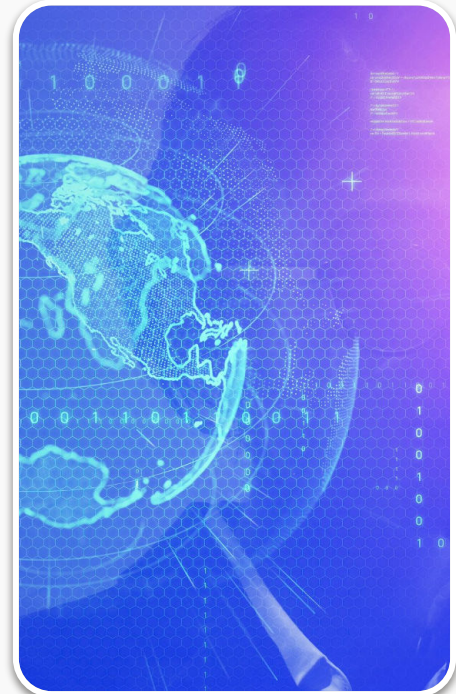
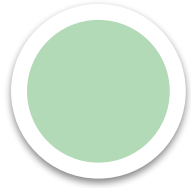


Digital Transformation - Marketing Strategy

Transform Your Organisation Through AI-Driven
Technological Advancements





Course Description



Understanding and implementing digital transformation becomes crucial for marketing success as the digital landscape evolves. The course is tailored for marketing professionals, business leaders, and individuals eager to refine their digital strategies.

Spanning three comprehensive learning units, participants will gain insights into the essentials of digital transformation, discover how to develop advanced digital marketing strategies, and learn the steps to implement a digital transformation plan effectively.

This course covers the critical aspects of leveraging technology and AI in marketing, from utilising digital marketing tools to developing marketing scorecards and action plans to enhance online presence, engagement, and conversion.

Equip yourself with the skills to drive innovation and lead digital initiatives in your organisation.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



\$588.00 (incl. 9% GST)

Target Audience

- Marketing executives and managers seeking to lead digital marketing transformation efforts in their organisations.
- Business owners and entrepreneurs looking to enhance their digital marketing effectiveness.
- Digital marketing professionals aiming to broaden their expertise in digital strategies.
- Individuals interested in understanding how digital transformation impacts marketing and business growth.



Course Highlights

- In-depth exploration of digital transformation in the marketing landscape
- Strategies for integrating technology trends and AI into marketing efforts
- Practical knowledge of digital marketing tools and platforms
- Development and execution of a digital transformation strategy
- Case studies and real-world applications for practical insights

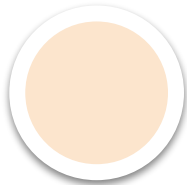
Course Objectives

By the end of the class, you will be able to:

- Define the scope of digital transformation and AI in marketing
- Analyse the potential of technology and AI in transforming marketing practices
- Develop marketing strategies that incorporate digital technologies and AI
- Design a Marketing Scorecard for Aligning Business and Product Priorities
- Assess the impact of technology, AI, and data on customer targeting and engagement
- Distill marketing automation strategies and platforms and tools
- Create a digital transformation plan and identify resources and plans across People, Processes and Technology.
- Build an implementation roadmap for digital transformation



Certification



A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



Course Outlines

Introduction to Digital Transformation and AI in Marketing

Lesson 1: Understanding Digital Transformation and AI in Marketing

- Introduction to digital transformation in marketing
- Identifying key market trends in digital transformation and AI
- Exploring the fundamentals of AI and its applications in marketing

Lesson 2: Analysing Technology and AI's Role in Marketing Transformation

- Assessing the role of technology and AI in marketing transformation
- Discussing the impact of digital technologies on traditional marketing strategies
- Exploring emerging technologies and their impact on marketing strategies

Case Study and Group Discussions

- Examine real-life scenarios where digital transformation and AI have reshaped marketing.
- Group discussion on insights and strategic takeaways from the case study.

Course Outlines

Developing Advanced Digital Marketing Strategies

Lesson 3: Types of Marketing Strategies and Applications

- Exploring various types of marketing strategies and their applications
- Understanding the importance of personalised marketing and customer segmentation
- Case studies and examples of successful digital marketing strategies
- Group and individual activities to develop marketing strategies for different business scenarios

Lesson 4: Marketing Scorecard and KPIs to align business and product priorities

- Designing a marketing scorecard to align business and product priorities
- Defining key performance indicators (KPIs) for measuring marketing effectiveness
- Understanding the importance of data-driven decision-making in marketing
- Practical exercises to develop a customised marketing scorecard for your own business

Course Outlines

Developing Advanced Digital Marketing Strategies (Cont.)

Lesson 5: Market Demand Generation, Customer Engagement, and AI

- Strategies for demand generation and customer engagement in the digital age
- Leveraging AI and automation to enhance customer targeting and engagement
- Case study discussion on successful digital marketing campaigns

Individual project work: Developing a marketing scorecard, digital strategy, and marketing activities for your own business or company.

Course Outlines

Implementing Marketing Automation and Digital Transformation Plans

Lesson 6: Marketing Automation Strategies and Platforms and

Tools

- Overview of marketing automation and its significance in modern marketing
- Exploring the diverse range of marketing automation platforms and tools available
- Evaluating the suitability of different platforms for specific marketing goals

Lesson 7: Creating a Digital Transformation Plan

- Defining the components of a digital transformation plan
- Introduction to the digital maturity model and digital transformation roadmap for implementing digital initiatives
- Auditing your business's 3 Ps (People, Process, Platform) to identify gaps and opportunities.
- Leading internal communications for effective marketing transformation

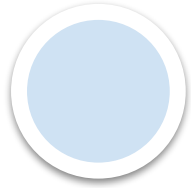
Course Outlines

Implementing Marketing Automation and Digital Transformation Plans (Cont.)

Lesson 8: Building an Implementation Roadmap

- Introduction to the Impact vs Effort Matrix for prioritisation of transformation initiatives.
- RACI Model to identify stakeholders, resources and timelines for the transformation roadmap.

Individual project work: Develop a marketing transformation plan and roadmap based on your business or company.



Trainer Bio

Kelvin Koo



Kelvin is the managing partner of MINISTRY, a digital consultancy within the GOVT Group. As a seasoned agency leader, marketing consultant, and educator with over two decades in the industry, Kelvin specialises in developing impactful, data-driven digital strategies for various prominent brands. His work has earned several digital effectiveness awards for clients, including Scoot, Audi, Klook, Doctor Anywhere and Wine Connection, with notable recognition in data-driven and performance marketing. As an educator, Kelvin brings tangible client experiences into the classroom, blending theoretical and practical learning in digital marketing.



Why Learn with Equinet?



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Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



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Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



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Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Frequently Asked Questions



Who is this course designed for?

This course is perfect for marketing managers, digital marketing practitioners, business owners, and anyone keen on transforming their marketing strategies to leverage the latest digital technology, trends and AI tools.



What outcomes can I expect from this course?

You will learn to strategise and implement digital transformation initiatives, utilise contemporary digital marketing tools, and adapt to the changing digital marketing environment to achieve business objectives.



Are practical exercises included in the course?

Yes, the course includes interactive discussions, case studies, and practical exercises to apply theoretical knowledge to real-world scenarios, enhancing learning outcomes.

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

No specific prerequisites are required, but a basic understanding of marketing principles and digital strategies would be beneficial. The course is structured to accommodate both beginners and experienced professionals.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

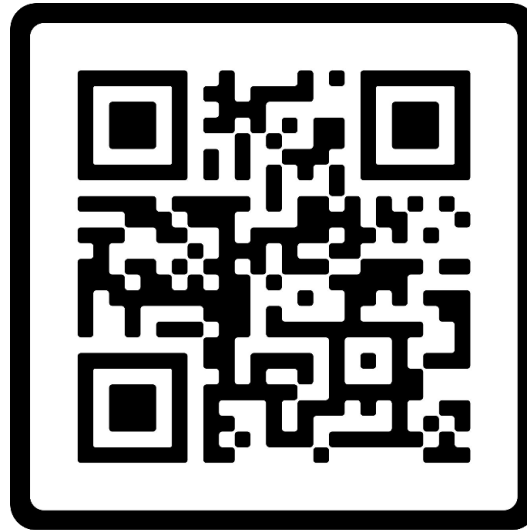
For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Post-Training Mentoring sessions where you may seek advice from a subject matter expert.

Digital Transformation – Marketing Strategy



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