

aractech

Global Learning for Operational Leaders

DIGITAL INNOVATION AND TRANSFORMATION | DIT-075

Data-Driven Digital Marketing and Growth Strategy

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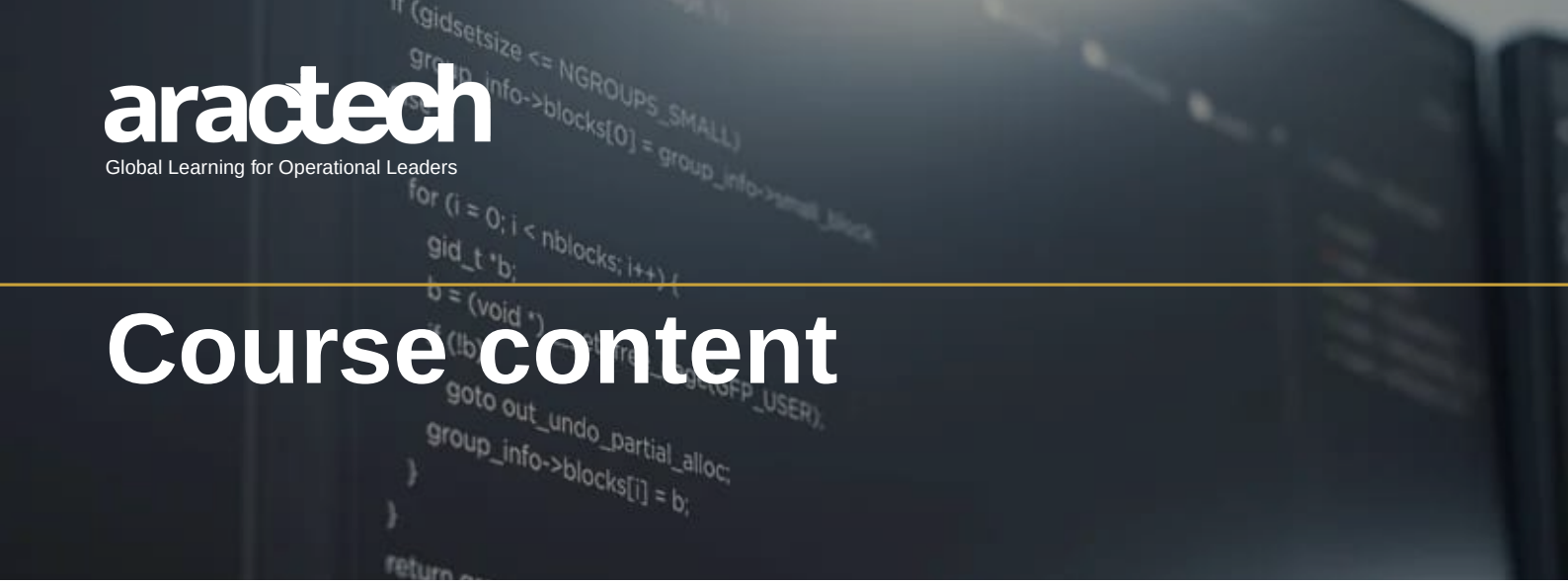

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Course content

Why Attend

Digital channels now account for the majority of marketing investment, and customers research, compare and buy online before they ever speak to a salesperson. Success depends on reaching the right people, with the right message, at the right moment.

Data-driven marketing replaces guesswork with evidence. By combining analytics, experimentation and automation, organisations can understand which activities create growth, optimise spending and build lasting customer relationships.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in Data-Driven Digital Marketing and Growth Strategy.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

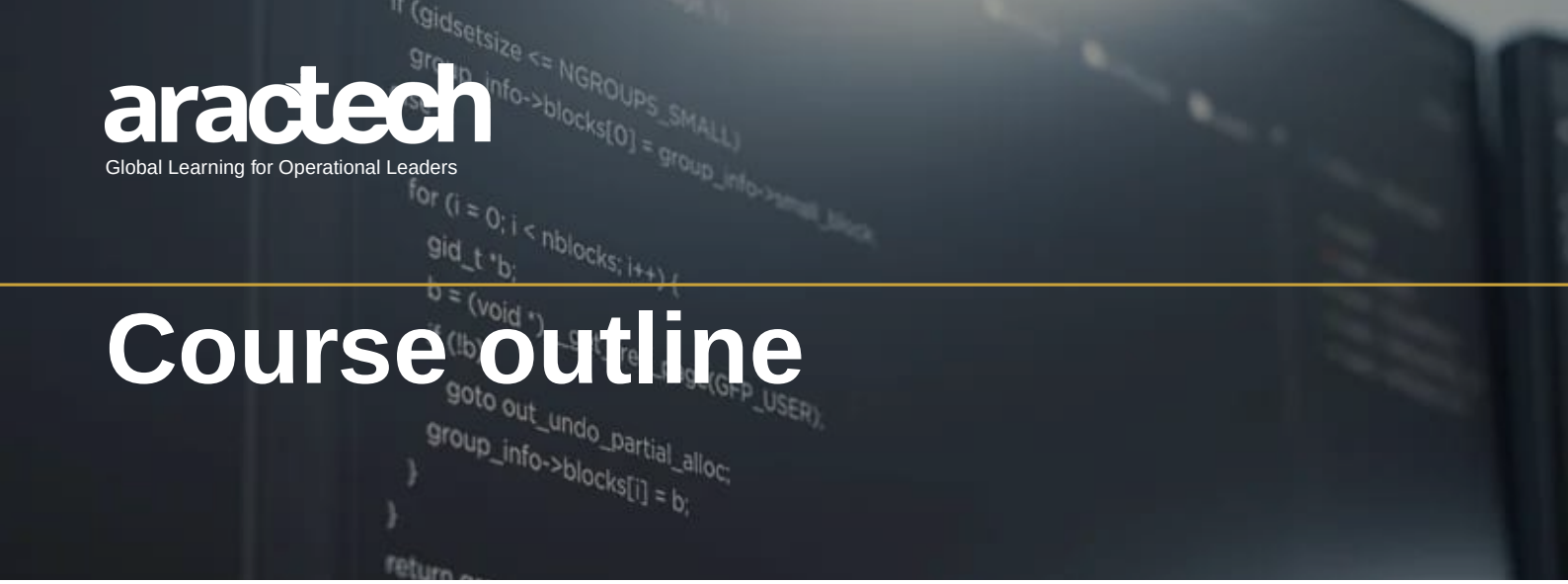
Target Audience

• Marketing managers and digital marketing specialists

• Growth and e-commerce managers

• Brand and communications professionals

• Business development managers



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Course outline

Detailed course outline

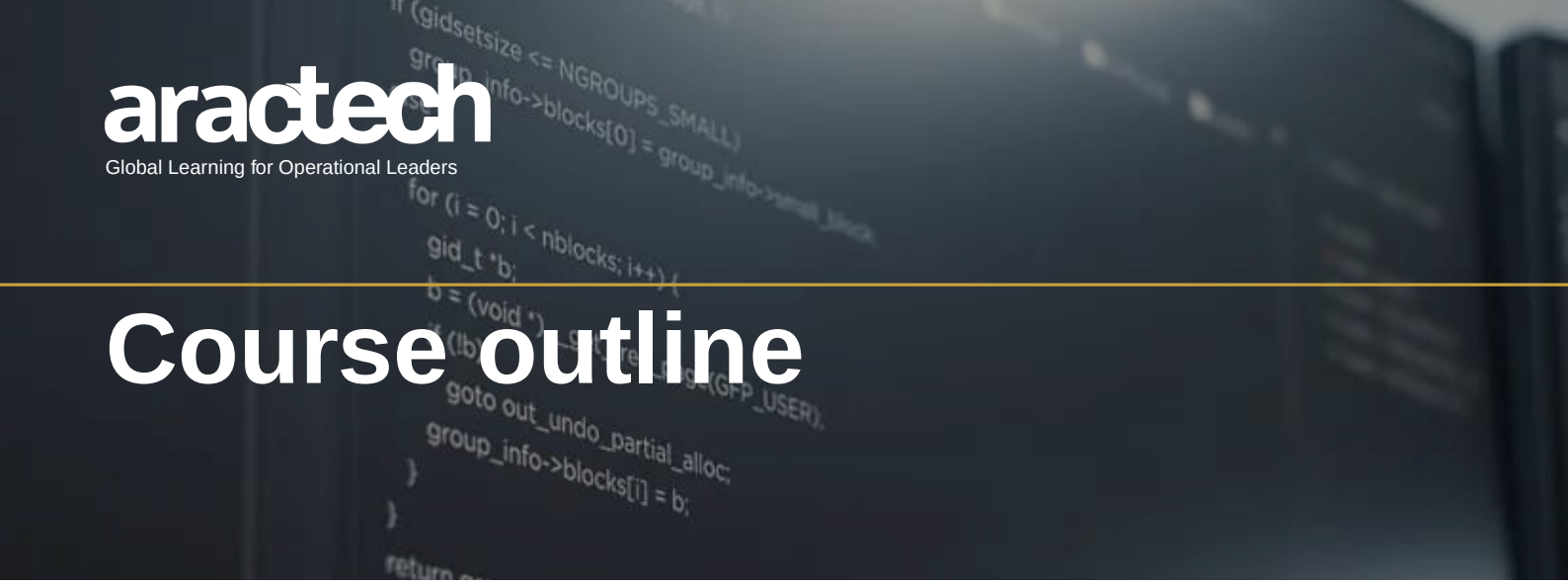
Day-by-day outline for Data-Driven Digital Marketing and Growth Strategy.

Day 1 - Digital Marketing Strategy and the Growth Mindset

- 09:00-09:34 | The Digital Marketing Landscape: Channels, trends and changing customer behaviour
- 09:34-10:08 | Growth Strategy Fundamentals: Acquisition, activation, retention, revenue and referral
- 10:08-10:42 | Setting Objectives: SMART marketing goals and OKRs
- 10:42-11:00 | Target Audiences: Segmentation, personas and ideal customer profiles
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Target Audiences: Segmentation, personas and ideal customer profiles (continued)
- 11:46-12:20 | Value Proposition and Positioning: Standing out in crowded digital markets
- 12:20-12:53 | Digital Marketing Plan: Channels, budget, timeline and measurement
- 12:53-14:00 | Workshop: Draft a digital growth strategy for a product or service

Day 2 - Acquisition Channels

- 09:00-09:34 | Search Engine Optimisation: Technical, content and authority factors
- 09:34-10:08 | Generative Engine Optimisation: Visibility in AI-powered search and assistants
- 10:08-10:42 | Paid Search and Display: Campaign structure, bidding and optimisation
- 10:42-11:00 | Social Media Marketing: Organic and paid strategies on major platforms
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Social Media Marketing: Organic and paid strategies on major platforms (continued)
- 11:46-12:20 | Content Marketing: Planning content that attracts and converts
- 12:20-12:53 | Influencer and Partnership Marketing: Expanding reach credibly
- 12:53-14:00 | Exercise: Build a channel mix and budget allocation



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Day 3 - Analytics and Measurement

• 09:00-09:34 | Web and App Analytics: Setting up Google Analytics 4 and tracking events

• 09:34-10:08 | Tag Management and Data Quality: Accurate tracking foundations

• 10:08-10:42 | Funnel Analysis: Identifying where users drop off

• 10:42-11:00 | Attribution: Understanding which channels drive results

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Attribution: Understanding which channels drive results (continued)

• 11:46-12:20 | Marketing Dashboards: Visualising KPIs for decision making

• 12:20-12:53 | Privacy and Consent: Tracking responsibly under data protection rules

• 12:53-14:00 | Lab: Analyse a website's performance data and identify improvements

Day 4 - Conversion, Retention and Automation

• 09:00-09:30 | Conversion Rate Optimisation: Landing pages, forms and user experience

• 09:30-10:30 | Experimentation: Designing and interpreting A/B tests

• 10:30-11:00 | Email and CRM Marketing: Segmentation, personalisation and lifecycle campaigns

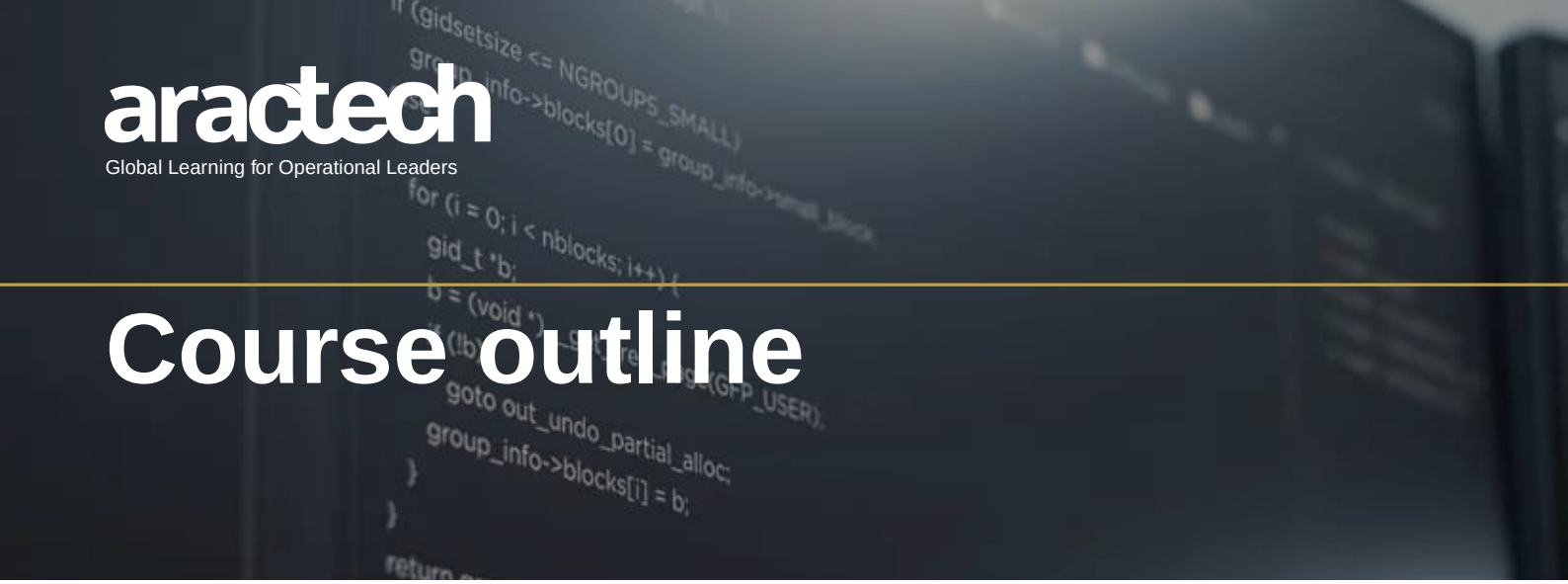
• 11:00-11:30 | Coffee break

• 11:30-12:00 | Marketing Automation: Lead scoring, nurturing and triggered journeys

• 12:00-12:30 | Retention and Loyalty: Reducing churn and increasing lifetime value

• 12:30-13:00 | AI in Digital Marketing: Content generation, targeting and optimisation

• 13:00-14:00 | Workshop: Design a conversion and retention programme



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Day 5 - ROI, Reporting and Building Capability

• 09:00-09:34 | Measuring Marketing ROI: Customer acquisition cost, ROAS and lifetime value

• 09:34-10:08 | Budget Optimisation: Shifting spend to highest-performing channels

• 10:08-10:42 | Reporting to Leadership: Linking marketing to business results

• 10:42-11:00 | Marketing Technology Stack: Selecting and integrating tools

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Marketing Technology Stack: Selecting and integrating tools (continued)

• 11:46-12:53 | Team Structure and Skills: Building a data-driven marketing team

• 12:53-13:27 | Agencies and Partners: Managing external marketing support

• 13:27-14:00 | Capstone: Participants present a 12-month digital growth plan

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Seminar dates

Available seminar dates

Live dates and pricing for Data-Driven Digital Marketing and Growth Strategy generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Paris	Classroom	**€2,210**
11 - 15 January 2027	Dubai	Classroom	**€2,745**
18 - 22 January 2027	Amsterdam	Classroom	**€2,415**
25 - 29 January 2027	Dubai	Classroom	**€2,745**
1 - 5 February 2027	Copenhagen	Classroom	**€3,400**
8 - 12 February 2027	Cape Town	Classroom	**€1,895**
15 - 19 February 2027	Istanbul	Classroom	**€2,250**
22 - 26 February 2027	Oslo	Classroom	**€4,200**
1 - 5 March 2027	Barcelona	Classroom	**€2,175**
8 - 12 March 2027	Cape Town	Classroom	**€1,895**

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Date	Location	Format	Fee
15 - 19 March 2027	Frankfurt	Classroom	**€2,215**
22 - 26 March 2027	Dubai	Classroom	**€2,745**
5 - 9 April 2027	Kuala lumpur	Classroom	**€2,425**
12 - 16 April 2027	London	Classroom	**€2,815**
19 - 23 April 2027	Dublin	Classroom	**€3,360**
26 - 30 April 2027	Dubai	Classroom	**€2,745**
3 - 7 May 2027	Cape Town	Classroom	**€1,895**
10 - 14 May 2027	Paris	Classroom	**€2,210**
17 - 21 May 2027	Manchester	Classroom	**€3,360**
24 - 28 May 2027	Amsterdam	Classroom	**€2,415**

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Date	Location	Format	Fee
7 - 11 June 2027	Dubai	Classroom	**€2,745**
14 - 18 June 2027	London	Classroom	**€2,815**
21 - 25 June 2027	Cape Town	Classroom	**€1,895**
5 - 9 July 2027	Liverpool	Classroom	**€3,360**
12 - 16 July 2027	Dubai	Classroom	**€2,745**
19 - 23 July 2027	Barcelona	Classroom	**€2,175**
26 - 30 July 2027	Cape Town	Classroom	**€1,895**
2 - 6 August 2027	Frankfurt	Classroom	**€2,215**
9 - 13 August 2027	Dubai	Classroom	**€2,745**
16 - 20 August 2027	Kuala lumpur	Classroom	**€2,425**

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Date	Location	Format	Fee
23 - 27 August 2027	Brussels	Classroom	**€3,400**
6 - 10 September 2027	Istanbul	Classroom	**€2,250**
13 - 17 September 2027	Dubai	Classroom	**€2,745**
20 - 24 September 2027	Cape Town	Classroom	**€1,895**
4 - 8 October 2027	Paris	Classroom	**€2,210**
11 - 15 October 2027	Dubai	Classroom	**€2,745**
18 - 22 October 2027	Eindhoven	Classroom	**€3,400**
25 - 29 October 2027	Dubai	Classroom	**€2,745**
1 - 5 November 2027	London	Classroom	**€2,815**
8 - 12 November 2027	Cape Town	Classroom	**€1,895**

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Date	Location	Format	Fee
15 - 19 November 2027	Istanbul	Classroom	**€2,250**
22 - 26 November 2027	Dubai	Classroom	**€2,745**
6 - 10 December 2027	Rotterdam	Classroom	**€3,400**
13 - 17 December 2027	Cape Town	Classroom	**€1,895**
20 - 24 December 2027	Frankfurt	Classroom	**€2,215**
27 - 31 December 2027	Dubai	Classroom	**€2,745**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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Date	Location	Format	Fee
1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 April 2027	Online / Live	Online / Live	**€1,515**
26 - 30 April 2027	Online / Live	Online / Live	**€1,515**
3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
13 - 17 September 2027	Online / Live	Online / Live	**€1,515**
20 - 24 September 2027	Online / Live	Online / Live	**€1,515**

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18 - 22 October 2027	Online / Live	Online / Live	**€1,515**
25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
6 - 10 December 2027	Online / Live	Online / Live	**€1,515**
13 - 17 December 2027	Online / Live	Online / Live	**€1,515**

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20 - 24 December 2027	Online / Live	Online / Live	**€1,515**
27 - 31 December 2027	Online / Live	Online / Live	**€1,515**