

Winning Customer Engagement in the Age of Digital

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Venue: Tata Management Training Centre, 1, Mangaldas Road, Pune 411001

Overview

Digitization, a major business shift that has had a huge impact on the way organizations engage with stakeholders, is transforming traditional marketing among many other aspects of business operations. A critical element of this step change is the ubiquity of social media, which exercises powerful influences on consumers, as indeed on all other parts of the eco-system.

“The proliferation of digital channels and devices gives consumers greater access to information, the means for communication and collaboration.... information aggregation and price comparison have evolved.... consumers used to rely on brand communication and brand values to make informed choices.... today's consumers trust each other more than they trust corporations and/or brands....”
[The digitization of everything-How organizations must adapt to changing consumer behaviour - Ernst & Young, 2011]

With this shift in information monopoly to two-way communication, it is imperative for marketing professionals to appreciate the different aspects of digital, and to understand consumer behavior with respect to social media. In time to come this will be a vital capability for driving the conversation, and retaining and strengthening customer relationships in order to remain competitive and win in this new environment.

Objectives

The program has been carefully designed to help marketers and communications professionals enhance their understanding of the customer persona and behavior in the age of digital; the social media landscape; effective digital and social media strategies; tools for online research and listening; content strategies for different social media platforms; creating effective online campaigns; and the mobile opportunity. The program will also ensure application of learning to live business projects. The participants will thus go back equipped to leverage digital more effectively, to integrate it with their marketing plans and to have more informed conversations with their agencies.

Curriculum

DAY1

Understanding customers in the age of digital & stakeholder management on digital media
Understanding the impact of digitization on business
Social media strategies in the realm of digital

DAY2

The social media framework
Content strategies for different platforms
Creating social media campaigns
Tools for gaining consumer insights through online research and listening
Thinking about integration

DAY 3

Online Tactics and leveraging them for achieving your objectives
A brief on organic search, paid search and email
The future of digital (mobile & analytics)
An action plan to take back

Methodology

A mix of faculty-led and facilitated in-class sessions, experience sharing by leading industry practitioners, group work on action learning projects, and engaging, experiential exercises.

Faculty

Ratan K K

Ratan K K is an experienced eMarketer and passionate about the deployment of cutting edge eMarketing Solutions. Executions of these tactics help Clients to acquire paying customers & to increase their Revenues & Cash flows. Through his intervention, be it for a business or an individual, he helps and inspires them to do eMarketing better. In this endeavor, through his company GutsGo eMarketing, RatanKK conducts training programs and workshops in the core areas of eMarketing viz., SEO, PPC, Social Media, Web Analytics, eMail. Since 2009, he has trained more than 3500 marketing professional into Online Marketing and has helped to launch themselves to become CXOs, Directors, SBU Heads to drive digital marketing initiatives for their respective companies. In his overall experience as a practicing digital marketer, Ratan has guided the implementation of Digital Strategies, for the likes of HSBC, MakeMyTrip, INSEAD, eBay, Warner Bros, Yatra, Ibibo in both Indian and Global Markets. Ratan teaches Online Marketing subjects at some of the prestigious business schools such as Indian Institute of Management (IIM), Great Lakes etc.

He is dedicated to nurturing successful entrepreneurial activity that maximizes returns for those driving such action.

Ratan is a Mechanical Engineer (Osmania'93) and an MBA (IIMA'96).

Dr. Ajay Kolhatkar

Ajay is a Senior Practice Consultant at Tata Management Training Centre (TMTC).

His responsibilities include conceptualizing, designing and executing initiatives for capability building in the areas of technology enabled services and e-business strategy. Service Excellence, Service Innovation, Self-service technologies, Technology Management and Digital Consumer experiences are his areas of interest and expertise. He is presently researching on the topics of Behaviour of Digital Consumers, Implications of Social and Digital Media on traditional and digital consumers, Influence of social networks in buying behavior etc.

Ajay has over 20 years of industry experience in project management, new product development, corporate training, business consulting and research evangelization. Prior to joining TMTC, Ajay headed a business research group on Digital Commerce at the Infosys Labs. This group helped assimilate advances in micro consumption, mobile technologies, social connectivity and digital marketplaces that result in disruptive business models and offer opportunities for new commerce. Ajay also led a research in accessible technologies, Web 2.0 adoption, and social network analysis. He co-authored several patents in these areas.

Ajay was awarded a PhD from IIT Bombay for his thesis in Consumer's Acceptance of Technology Based Services. Ajay also has an MBA in Marketing from Symbiosis Institute, Pune and is an Electrical Engineering graduate from Government College of Engineering (COEP), Pune.

Ajay is an avid Quizzer with several wins at regional rounds of the Brand Equity Quiz and the Tata Crucible Corporate Quiz.

Who Should Attend

Mid to senior level executives, such as brand managers and communications professionals, who need to enhance their digital marketing efforts and integrate digital with the overall marketing strategy.

Benefits

Participants will take back an understanding of –

- Digital marketing techniques
- Social media platforms and strategies
- Online tools for analytics and metrics of effectiveness
- Integrating digital with the overall marketing plan

Fees

INR 50,000/- (plus applicable taxes) per participant

Cancellation Policy

Cancellation more than 20 days prior to the start of the program will be accepted at no charge. Cancellations 10-20 days prior to the program will be subject to a payment of 50% of the program fee (plus applicable taxes), and cancellations received less than 10 days prior to the program start date will be subject to payment of 100% of the program fee (plus applicable taxes).

Please Note: All cancellations must be confirmed via email to the program coordinator.

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