

Digital Marketing: Systematic Way to Unleash the Opportunities from Customer Analytics

Wednesday & Thursday

14 & 15 August 2019

9:00 am - 5:00 pm



Digital Marketing: Systematic Way to Unleash the Opportunities from Customer Analytics

INTRODUCTION

It is crucial to predict consumer behavior in organizations, in order to better understand consumer processes. Consumers can be customers, buyers, shoppers, purchasers, citizens, patients, clients, students, patrons, and users. Participants will understand how consumers purchase and the role of influencers. Most importantly, this seminar will discuss the measurement of consumer behavior and understanding consumer analytics. Since this is a hands-on seminar, we will discuss data collection techniques with an emphasis on predicting consumer purchasing. Dr Amoroso will also use SPSS, a statistical analysis tool, to analyze consumer data sets in order to understand which factors will impact consumer behavior most and the likelihood or intention to purchase.

COURSE BENEFITS

Participants will learn the principles underlying digital marketing and consumer management processes and apply these to develop a strategy for developing an effective digital marketing program in the organization.

SEMINAR OBJECTIVES

- Enable a consumer-centered organizational culture
- Facilitate a consumer-facing organization
- Measure consumer processes
- Make more effective decisions about the consumer
- Measure the factors important in consumer behavior
- Predict consumer behavior in organizations

SEMINAR OUTCOMES

- Digital marketing in the current environment
- Digital marketing strategy development
- Strengths and weaknesses across a range of e-tools
- Digital marketing planning framework
- Application of digital marketing tools in a marketing plan (SWOT, PESTLE, STP, Marketing Mix)

DESIGNED FOR

- Marketing leaders
- Consumer analysts
- Middle-level managers
- Strategic planners
- Consumer specialists
- Sales managers

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PROGRAM OVERVIEW

(For detailed outline, please visit www.hkma.org.hk/pdf/ac8680520191fc_outline.pdf)

1. The Importance of Digital Marketing
2. Digital Marketing Formats
3. Who are we Marketing to Digitally?
4. Digital Marketing Functionality
5. Trends in Digital Marketing
6. Digital Marketing Concerns
7. Consumer Behavior
8. Types of Consumers
9. Incorporating Influencer Data
10. Three Steps to Market-Driven Digital Transformation
11. Enabling Digital Ubiquity
12. Measuring Consumer Behavior
13. Understanding Consumer Analytics
14. Types of Consumer Analytics
15. Benefits of Analyzing Consumer Data
16. Predicting Consumer Purchasing
17. Statistical Analysis and Market Research Tools
18. Predicting Likelihood to Buy
19. Consumer Behavior Dependent Prediction Constructs
20. Key Factors Found to Predict Consumer Behavior
21. Getting More Value from Digital Marketing Measures

PROGRAM LEADER

Dr Donald Amoroso is one of the most respected and leading international consultants in the spaces of innovation, strategy, and technology. Organizations that want to break the competitive boundary in their industry consult with Dr Amoroso, especially in establishing a Blue Ocean Strategy. He works with strategic innovation projects, especially information technology, in order to make changes in the competitive strategic environment and move the organization into a new space.

Dr Amoroso has consulted with over 60 international organizations (such as GE Japan, BMW Japan) working with CEOs and CIOs to develop strategic plans, marketing strategies, accounting and enterprise resource management systems, and projects for information technology. Donald coaches c-level executives and in the past three years, he has been working with organizations to establish portfolio management offices (PMO) to centralize their project management processes and establish a link with corporate strategies.



Dr Amoroso is Lowder-Weil Endowed Chair of Innovation and Strategy at Auburn University at Montgomery. He has worked with organizations in 17 countries on global issues related to strategy, innovation, technology and leadership. In addition, he was inducted into the Who's Who Worldwide in 1995 for contributions to international organizations changing the distribution of technology information within the Pacific Rim. Dr Amoroso received his bachelor's degree in Accounting and Finance from Old Dominion University in 1980 and his MBA and PhD from the University of Georgia in 1984 and 1986 respectively.

DATE AND TIME

Wednesday & Thursday
14 & 15 August 2019
9:00 am to 5:00 pm

VENUE

The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG

FEE (Lunch is provided with compliment)

HKMA Member: HK\$6,500
Non-member: HK\$6,900
Early Bird Discount: HK\$500 less
(For those who enrol and pay before 12 July 2019)
Group Discount: HK\$500 less per person
(For companies which send a total of two or more participants to this course and enrol at the same time)

LANGUAGE MEDIUM

English

ENQUIRIES

For course details, please contact Ms Diana Li on 2774-8552; or visit the HKMA website: www.hkma.org.hk/seminar. For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2365-1000.

[Register Now](#)

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Name (Mr / Ms): _____

HKID Card No. (For verification of the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____ HKMA Membership No.: _____

Company: _____

Address of Company: _____

Job Function (e.g. Accounting), please specify: _____

Nature of Business (e.g. Retail), please specify: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Email: _____ Education Level: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr / Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA Direct Mail by Post HKMA Website

Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8500/2774-8501** (Customer Service Department) during normal office hours or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____