Digital Marketing Strategy

In a digital age, marketers must be able to plan, implement, and measure digital strategies that are suited to today’s customers and integrated with a company’s traditional marketing and business practices.

**Digital Marketing Strategy** helps executives face these challenges by presenting the tools and best practices that the world’s most successful companies are using to gain competitive advantage online.

**HOW YOU WILL BENEFIT**
The course will provide you with the concepts, best practices, and tools for digital marketing to equip you to lead your own digital strategies that achieve high-impact marketing objectives.

- **Learn** to develop plans that leverage social media for customer acquisition and retention.
- **Create** strategies to bring customers into your innovation process.
- **Learn** how to develop analytics to measure the impact and ROI of digital marketing.
- **Understand** how to manage brand risk and set expectations for online conversations.

**WHO SHOULD ATTEND**
Senior marketing executives responsible for developing and implementing marketing strategy.

**FACULTY DIRECTOR**
David Rogers, Executive Director, BRITE, Columbia Business School Center on Global Brand Leadership

*The Director’s View:* “Digital technologies are transforming customers’ relationships with each other and with brands and businesses of all kinds. In order to engage today’s customers and drive growth, marketers must be able to plan, implement, and measure digital strategies that are clearly linked to business objectives.”

**DATES**
- October 24–26, 2012
- March 18–20, 2013
- October 21–23, 2013

**TUITION**
- US$5,500 (2012 dates)
- US$5,650 (2013 dates)

Includes breakfast, lunch, and all materials.

Dates, prices, and locations subject to change.

PARTICIPANTS SAY
“Truly beneficial to my development in this area, this program provided practical tools that I could apply almost immediately to my business and its digital marketing plan.”

*Alex Harper, General Manager, White Lotus Foods*

PARTICIPANT PROFILE

Past Organizations Represented
Chanel
GE Capital
Kohler
Levi Strauss
Microsoft
Viacom