



**ANALYTICAL
MARKETING 5.0**



OVERVIEW

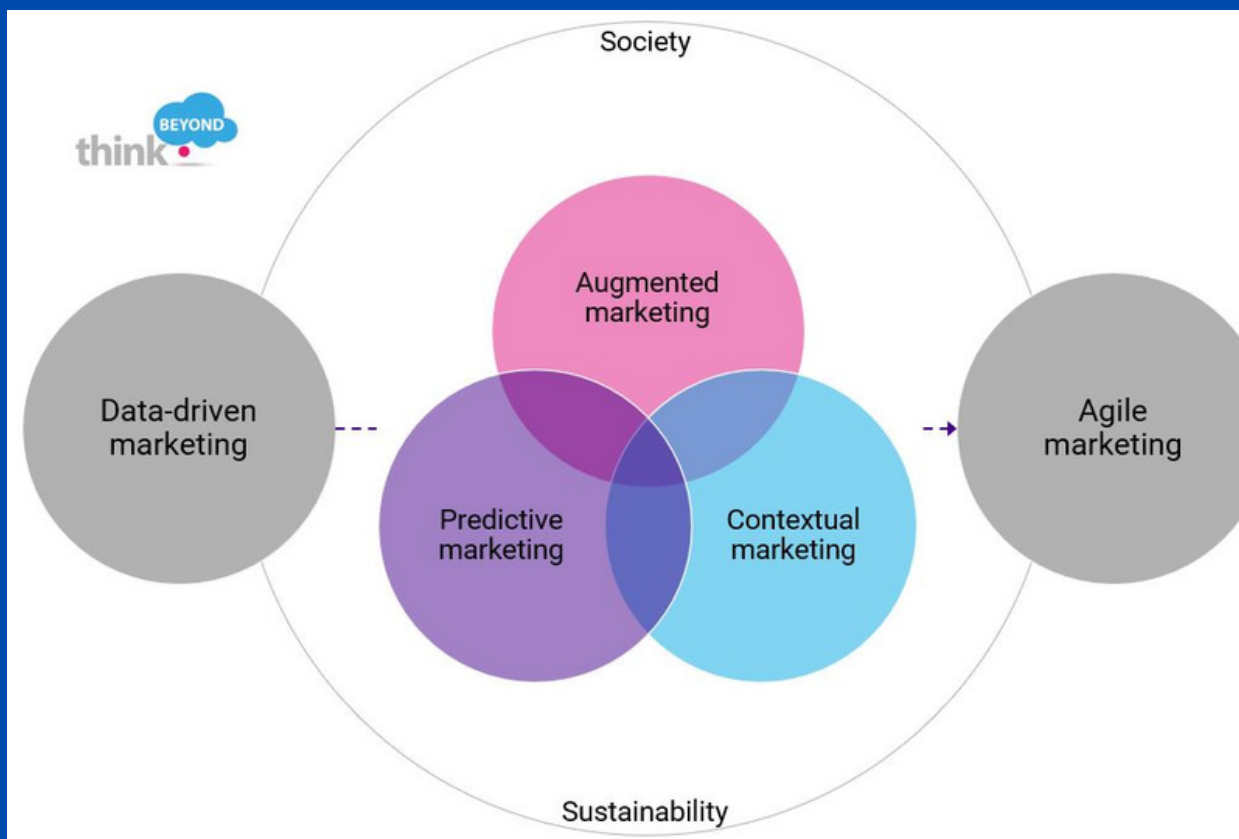
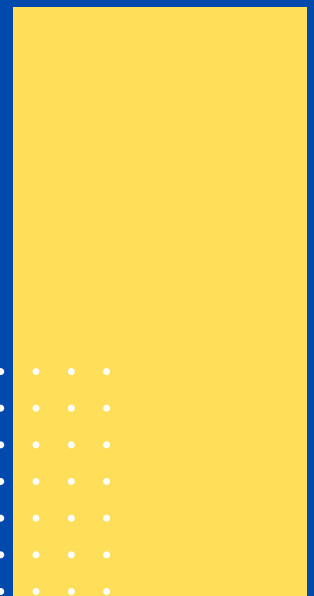
Welcome to our course on Marketing 5.0: Evolving your Marketing practices in the age of Disruption. In this course, we will delve into the fundamental shifts in marketing practices, brought on by the proliferation of new technologies such as mobile, cloud computing, and artificial intelligence (AI).

These technologies have transformed customer behavior and disrupted marketplaces – both for B2B and B2C markets, and as a result marketing practices must evolve.

The new paradigm of Marketing 5.0 addresses the application of technologies to create, communicate and enhance value throughout the customer journey.

OVERVIEW

This course will explore the five elements of Marketing 5.0 in depth, providing participants with comprehensive understanding of each element and its application i.e., Data-Driven Marketing, Predictive Marketing, Contextual Marketing, Augmentative Marketing and Agile Marketing.



WHO IS THIS FOR

Whether you are a manager, marketing manager, strategist, analyst or consultant, this course will provide you with the knowledge and skills needed to enhance your marketing practices and drive revenue growth. Join us for this exciting course and learn how to create, communicate, and enhance value throughout the customer journey using the latest marketing techniques and technologies.

METHODOLOGY

The delivery methodology of the course is designed to provide participants with a thorough understanding of Marketing 5.0. Over the course of two full days, participants will engage in lectures, case studies, group discussions and practical exercises to gain a comprehensive grasp of the subject matter. In addition, comprehensive handouts will be provided to help participants retain and apply the knowledge gained from the seminar.



LEARNING OUTCOMES



- Reflection on how technology can either empower or disrupt your organisation.
- Evaluate if the pandemic escalated the use of technology. Are your customers and organisation ready for this digital transformation?
- Understanding the areas to work on is key to improving your organisation's digital roadmap and planning to implement this transformation.
- Differentiating that customer experience (CX) is a new way to win highly contested markets. Marketers are focused to create compelling and superior CX across touchpoints.
- Develop a strategy for Data-Driven Marketing, in the digital era, the problem is no longer the lack of data, but rather the one that matters.

COURSE OBJECTIVES

- Define how technology can enhance marketing to support your Digital Transformation for your business.
- Relate to the challenges that marketers face in this digital world.
- Apply strategies to build capabilities & strengthen leadership for Digital Transformation.
- Reimagine your business with Next Tech
- Revisiting Customer Experience in the Digital World
- Design a data-driven marketing strategy for the future of marketing.
- Leveraging contextual marketing technologies for your organization.

COURSE FEES & VENUE



Course fee: RM1,800/- per participant.

The course fee includes seminar materials, handouts, lunch and two tea breaks per day.

Venue: IGM Academy, 39, First Floor, Jalan USJ 21/10, USJ 21, 47630 Subang Jaya, Selangor (Can be changed with additional fees)

HRD CORP CLAIMABLE



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IGM TEAM



DR. OLIVER HO



BETSY



NURFATIN RIZAL



JASON CHEONG



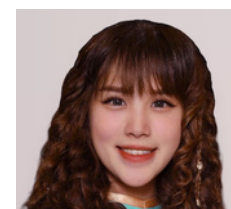
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