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Progress at your own speedOptional upgrade availableIn this business and management certificate course focused on the foundations of digital marketing, you will gain an understanding of how the digital economy works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing. The fixed and mobile Internet and related technologies exert a profound influence on how business and social institutions evolve, how they are challenged—and sometimes, even displaced. Companies that were non-existent a few short years ago, including Facebook, LinkedIn, and Uber, have dramatically changed how we interact, communicate and navigate our world. Even Amazon and Google are relatively “young” by any measure. If you’re an entrepreneur, investor, manager, or student, you need thoughtful approaches to navigate and win in this new, evolving environment. This online course is organized around four broad themes and leverages relevant theory and analysis, as well as numerous practical examples to develop key learning points and accelerate your knowledge of digital marketing. The themes are: ● Behavioral foundations for understanding and navigating the new online-offline landscape ● New forms of interaction, including formation of networks and reputation building ● Tools and principles of digital marketing action including online advertising on fixed and mobile devices ● New media platforms and emergence of various marketing channels and mixed marketing models This course is beneficial to marketing professionals, analysts, entrepreneurs, small business owners, investors, and consumers. This course is part of Maryland Smith’s Digital Marketing Professional Certificate. For more information, see here.1.1 Digital Marketing Strategy 1.2 Inbound and Outbound Marketing (also touching on social media marketing) 1.3 Mobile Marketing - Apps and Promotions 1.4 Multi-Sided Platforms 1.5 Overview of OmniChannel Marketing 1.6 Attribution and Marketing Mix Modeling Progress at your own speedOptional upgrade availableDigital marketing is a major component of marketing today. This course will equip you with practical digital marketing skills to help you build your business. You will learn about the digital marketing landscape and how digital technologies can be used to help businesses identify opportunities and minimize risk. Case studies will be used to demonstrate how digital supports business objectives, and how it can set enterprise apart. It’s essential to gain a greater understanding of your target customer so we’ll teach you how to create a user persona which will help you identify the different demographics, behaviours and needs of your consumers online. Finally, you will learn how to apply your new skills to future marketing activities by developing your own unique digital marketing strategy capable of outperforming competitors and achieving a set of business objectives. This is the second of two courses in the Professional Certificate in Digital Marketing Fundamentals. Understand why digital marketing matters today Understand changes in the digital landscape Learn how to create innovative and impactful content Learn how to create and use consumer personas Conduct a competitor audit and analysis Develop your own digital marketing strategy Week 1: Why digital matters? Week 2: The impact of digital on product Week 3: The impact of digital on value proposition Week 4: Changes in technology a marketer has to be aware of Week 5: Digital policies Week 6: The persona and its journey Week 7: Competitor analysis Week 8: Final Project: Digital Marketing Strategy development The business case for outsourcing services and processes to specialist third-party providers is well understood and the market is now relatively mature, according to industry experts. There are now a wide spectrum of companies offering services including Caggemini, Capita, Accenture, EDS, IBM and Logica noted Clive Longbottom, service director at Quocirca He says: “It is now pretty much a given that companies are not asking whether they should be looking to outsourcing, but rather what they should be outsourcing and when. More and more organisations have come to realise that technology is not a core competency and so look at tasks can and should be outsourced.” Tony Morgan, IBM’s chief innovation officer for outsourcing told CIO that IBM in the UK is experiencing strong demand from enterprise clients across the full range of outsourcing services including IT infrastructure outsourcing (ITO), application and business processing outsourcing (BPO) services. “This includes demand from clients with an established track record in using outsourcing as part of their business model and clients who perhaps in the past have only made very targeted use of outsourced services,” he said. Andrew de Cleyn, MD Outsourcing Logica UK, added that established business-led outsourcing initiatives- including BPO, ITO SaaS and bureau services – are being augmented by new outsourcing models, which centre on medium-size companies looking to move more than just back office processes to third-party suppliers. Unsurprisingly cost reduction remains the most commonly cited reason for firms to outsource services. According to IBM’s Morgan: “Cost is obviously extremely important – both in terms of absolute cost but also in terms of moving from a largely fixed cost model to a variable cost one, giving the capability to ramp up and down over time in line with business demand, including the ability to rapidly grow following merger and acquisition activity.” In terms of vertical sectors where outsourcing is being most enthusiastically embraced, Logica’s de Cleyn notes that in the UK public sector adoption is a growth area as government strategies such as the move towards shared services are creating more opportunities. “There is also a softening of attitude towards off-shoring in the Public Sector which presents new opportunities. Other sectors such as the financial, space and defence sectors are also seeing strong growth. Any area which is seeing strong M&A activity is also a major growth sector,” he said. Despite this maturing of the outsourcing model, experts note that recent economic turbulence has had a significant impact on the sector. The 3Q10 Global TPI Index, which measures commercial outsourcing contracts valued at \$25 million or more, recorded total contract value (TCV) of about \$14 billion, down more than 20 per cent from both the previous quarter and the same period last year. It reports a sharp increase in global outsourcing contract restructurings as organisations try to re-evaluate the value of placing core business process functions with third party providers. According to the study, restructuring activity, which includes renegotiations, renewals and extensions of existing outsourcing contracts, totalled \$6.8bn during the third quarter, or 48 per cent of the global market. Year to date, restructurings have accounted for 34 per cent of overall TCV, compared with typically about 20 per cent over the past three years. However, despite the recent downturn Gartner predicts that a combination of technology and social trends including cloud computing, globalisation, hyperdigitisation (where products and services are becoming increasingly digital) and consumerisation will continue to drive global outsourcing forward. “In the future of IT services and outsourcing, the role of IT management and sourcing leaders as well as the role of service executives will be more important than ever before to help their respective organisations navigate the current market forces and apply these new norms of outsourcing in a successful way,” said Allie Young, vice president and distinguished analyst at Gartner. “Embrace the opportunities that these forces introduce to reinvent IT support of business goals.” Pic: adactio/c2.0 Many of the marketers struggle in doing reports. Admit it. Reporting is quite complicated. It can either help you build or destroy your efforts in the marketing process. Sometimes, it wouldn’t matter how extraordinary your campaign is being performed, how much it contributes to the increase in sales, or how much it contributes when you are able to create a compelling marketing report. You may always bother about the idea that it might result into having an incorrect data, wrong conclusion, and even in taking the wrong path.→ Download Now - 200,000+ Templates... just at \$24 a year Despite all that, do not try to lose hope. Marketing reports are considered as the core of every marketing strategy. There will be no modification if you cannot be able to measure something. The fact that you cannot measure something will result to having less data to gather and less data to track in place. How do you tell if you are in the right place? It is when you feel like you need a marketing strategy to work things out, but felt a little puzzled about how are you going to start. In this article, you will be given an opportunity to know more about marketing business reports and how to effectively create one.5+ Marketing Business Report Samples1. Marketing Business Performance ReportDetailsFile FormatSize: 6 MBDownload2. Tourism Marketing Business ReportDetailsFile FormatSize: 389 KBDownloadDetailsFile FormatSize: 2 MBDownload4. Marketing Operations Strategy Business ReportDetailsFile FormatSize: 416 KBDownloadDetailsFile FormatSize: 1 MBDownload6. Small Business Marketing ReportDetailsFile FormatSize: 88 KBDownloadWhat is a Marketing Business Report?A marketing business report tells about a particular data from your marketing channels in order to show an overview of the performance result in relation to your marketing strategies. The scope of a marketing report depends on the platforms that you are using especially in the data collection and the subject. It is designed to provide an evaluation of the marketing campaigns against the predetermined goals and key performance indicators.Basically, a market report will teach you ways on gathering a data on how your business will be able to deal with people in turning them as clients or potential customers. However, that is not the only case. It even helps you in tracking what actually works and what does not. It provides insights on how you are going to make you marketing strategies better.Types of Marketing ReportsThere are many types of marketing reports. They just depend on what type of data you need to monitor and take in an analysis.1. General Marketing Report – this type of marketing report is an overview of your marketing efforts. This boils down to content marketing and e-commerce analytics.2. SEO Marketing Report – SEO is considered to be the slow-changing sector compared to marketing in social media and paid advertisements. SEO is still an essential key in the long-term marketing strategy. This will help you, your team, and your clients with regards to how the SEO would be reporting.3. PPC Marketing Report – you have to show how much you are going to effort when it comes to handling the traffic and leads and the metrics. It should include stats on clicks and costs, conversions, revenues and ad performances. This could be a great start in driving your sales and conversions. However, this can only be good when you are monitoring on a continual basis.4. Social Media Marketing Report – social media has been one of the great tools used to communicate with other individuals and to build a community around your own products and services. If you want to know whether your social strategies are working or not, social media marketing report can help you with that.FAQsIt allows you to track the journey of the customers, align marketing and the sales team, make data-driven decisions, be able to measure and prove your efforts.You have to include your goals, the work that you have done, leads and customers, and SEO data.In marketing, people always have to look at their performances almost all the time. However, monthly reports are the ones mostly used.It is the goal of marketing reports to provide an optimization of the marketing strategies. However, that would not be enough if you don’t measure your results. It allows more tracking in metrics and goals on a daily, weekly, or even in monthly basis. If you want to look for more samples, you may check out some marketing business reports samples and templates in the article.





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