

TRAINING 2: "MARKETING INTELLIGENCE: TURN DATA INTO REVENUE"

1. Training Objectives:

01



Understand how to collect, analyze, and use data to drive marketing decisions.

02



Identify key performance indicators (KPIs) that impact business growth.

03



Learn how to track, measure, and optimize marketing campaigns for higher ROI.

04



Master A/B testing, audience segmentation, and budget allocation.

05



Gain insights into automation tools and AI-driven marketing analytics.

2. Who Needs to Attend?

01



Marketing managers and executives responsible for performance tracking.

02



Business owners looking to make data-driven marketing decisions.

03



Growth hackers and performance marketers optimizing paid campaigns.

04



Anyone in digital marketing who wants to improve their analytics skills.

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3. Expected Outcomes:

By the end of this training, participants will:

Have a strong grasp of marketing analytics and reporting tools.



Be able to identify and focus on high-performing marketing strategies.



Optimize budgets and improve ROI through smarter campaign management.



Understand how to measure and scale digital marketing success.



Use data insights to enhance customer targeting and engagement.



4 Training Calendar :

Day
01



Introduction to Data-Driven Marketing & Key Metrics

Day
02



Tools & Techniques for Tracking & Analytics

Day
03



A/B Testing, Budgeting & Campaign Optimization

Day
04



Customer Insights & Predictive Analytics

Day
05



Measuring Success & Creating a Scalable Strategy