NICF - Sustainable Integrated Engagements Using Social Media Analytics

Concept
Recap and reinforce key concepts to build a strong and sustainable foundation for communications and engagement. Introduce various communication channels, including new and social media and the strengths and challenges that each presents. Provide a framework for designing and executing integrated engagements and a measurement framework to monitor and assess program performance.

Learning objectives
• Review and reinforce ‘old school’ Direct Marketing practices and highlight its relevance in today’s environment of high speed and far reaching communication channels.

• Introduce ‘new media’ channels, from mobile to social media, their differing effectiveness in the engagement continuum and the social norms and behavioural traits of digital natives.

• Understand the changes taking place in the role and influence of the customer and the brand owner.

• Use of analytics to understand the audience and to drive communication decisions.

• How to operationalise social media execution in an organisation.

• Appreciate the power of integrated communications in building sustainable customer experiences and relationships.

• Apply a structured approach to defining, designing and executing communication activities.

Duration
3 days

Subsidized Cost
$963.00*
*Nett fee. For eligible Singaporeans and PRs. Terms and conditions apply.

Venue
STMI@NUS
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Deliverables
- Content in the form of presentations
- Case studies to illustrate real world applications of all major concepts introduced
- Group discussions and exercises to reinforce learning and application of concepts
- Checklists and frameworks to facilitate deployment in real-world work environment
- Assessment/project to assess understanding and competency in the skills introduced

Structure
- 3 day program with a distinct theme for each day
- Each major section/concept topic is accompanied by a work exercise performed in groups
- An open-book written test at the end of day 3

Day 1
Direct Marketing 101 on steroids. An updated review of DM concepts, specifically customer profiling and segmentation, tracking and measurements, data management and database marketing and analytics. Includes deployment using new media and analytics techniques that exploit today’s available technology.

Day 2
Digital and Social Media engagements. Introduces the various digital channels and the social business model. Understanding social technographics as an extension to customer profiling and social commerce. A look at digital analytics as a source of insights and the power of words with a structured approach to conversation design.

Day 3
Introduce a framework for planning and execution of integrated engagements. Assessment.

Target Audience
- Line of Business Managers
- Marketing/Communications/PR Brand Managers
- Intermediate to Senior Marketing/Communications/PR/Brand Professionals
- Community Managers
- Relationship Managers
- Programme Managers

Pre-requisites
- Have information gathering skills to gather and collate necessary data
- Have organisational skills to categorise, store, retrieve and manage information and content
- Have business writing skills to structure and draft reports
- Have numeracy skills to analyse data
- Have interpersonal and communication skills to manage user responses

Course Leader
Azhar Azib
Founder
Principal Consultant
rawonionDecisions

Azhar Azib is the founder of rawonionDecisions, a CRM and Integrated Engagements advisory practice, passionate about Sustainable Engagements. He started this practice in 2010 with a lofty mission of helping corporations build capabilities that will enable them to deliver targeted, measurable, impact driving engagements, over and over again.

His last corporate role was as Regional Marketing Communications Director for Asia Pacific at Microsoft, where he was instrumental in driving integrated, insights based engagements and building teams and infrastructure that enable these capabilities. His 10 year stint at Microsoft included leading Microsoft’s internal CRM initiatives and various projects which exploited data and technology to drive impactful customer engagements.

A Data Architect by training and a seasoned Database Marketer and Change Leader by practice, his 25 year corporate career with big brands like Microsoft, IBM and Global Sources sees him in many roles driving innovation, change and excellence in the way large corporations engage with their customers and partners.

He currently sits on the Executive Committee of the Direct Marketing Association of Singapore and heads the special interest council for Social Media Marketing. He is an active speaker/panelist at Marketing and CRM related conferences in South East Asia.

Outside of work, Azhar is an endurance running junkie, having completed 61 full or ultra marathons (as at May 2012) since 2002.