BLACKBIRD FOR TRAINING

Marketing Analytics and Insights

8 – 12 March 2027
Accra (Ghana)

UK Traininig
PARTNER



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Marketing Analytics and Insights

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Introduction

In the rapidly evolving world of digital marketing, understanding and leveraging data has become crucial for driving strategic decisions and optimizing marketing efforts. The Marketing Analytics and Insights course is designed to equip participants with the essential tools and techniques to analyze marketing performance, interpret critical metrics, and generate actionable insights. Through hands-on exercises and real-world scenarios, participants will master the skills to utilize marketing and data analytics to measure campaign success, identify market trends, and enhance customer engagement.

Course Objectives

By the end of this course, participants will be able to:

- Understand the core concepts of marketing analytics and its role in strategic decision-making.
- Collect, analyze, and interpret marketing and analytics data to measure performance effectively.
- Apply digital marketing analytics tools to optimize campaigns and customer journeys.
- Generate actionable insights to drive strategic marketing decisions.
- Leverage data visualization techniques for clear and impactful reporting.

Course Outlines

Day 1: Introduction to Marketing Analytics and Data Collection

- Definition and importance of marketing analytics in business strategy.
- Key concepts: Customer Journey Mapping, Touchpoints, Conversion Funnels.
- Understanding different types of data:
  - First-party, Second-party, and Third-party Data.
  - Quantitative vs. Qualitative Data.
- Tools for data collection: Google Analytics, CRM Systems, Social Media Analytics.
- Hands-on session: Setting up Google Analytics and exploring key metrics.

Day 2: Analyzing Marketing Performance and Key Metrics



- Understanding Key Performance Indicators KPIs in marketing: Traffic Analysis, Conversion Rates, Bounce Rates, Click-through Rates CTR.
- Campaign performance analysis:
    - Email Campaigns, Social Media Campaigns, PPC Campaigns.
- Attribution models and measuring ROI in marketing campaigns.
- Hands-on practice: Analyzing real-world campaign data and calculating ROI.
- Case Study: Successful marketing analytics strategies in global companies.

Day 3: Segmentation, Targeting, and Customer Insights

- Data-driven customer segmentation and effective targeting.
- Understanding Customer Lifetime Value CLV and its impact on marketing strategy.
- Identifying customer behaviors, preferences, and purchase patterns.
- Utilizing RFM Analysis Recency, Frequency, Monetary Value for targeted marketing.
- Workshop: Building customer personas based on market analytics data.

Day 4: Data Visualization and Marketing Dashboards

- The importance of data visualization in marketing decision-making.
- Tools for visualization: Tableau, Power BI, Google Data Studio.
- Creating effective Marketing Dashboards and Reports for impactful insights.
- Best practices for presenting data to stakeholders.
- Group Activity: Designing a marketing dashboard for a live campaign.

Day 5: Strategic Decision Making and Predictive Analytics

- Leveraging analytics in marketing for strategic decision-making.
- Introduction to Predictive Analytics Marketing and its role in forecasting.
- Utilizing machine learning for customer behavior prediction.
- Building Data-Driven Marketing Strategies for competitive advantage.
- Final Project: Analyzing a marketing campaign and presenting strategic recommendations.

Why Attend this Course: Wins & Losses!

- Master the skills to collect, analyze, and interpret marketing data for better decision-making.
- Enhance marketing campaigns by understanding performance metrics and customer behavior.
- Learn to create impactful data visualizations and dashboards for clear communication.
- Drive business growth by leveraging marketing analytics insights for strategic planning.



Conclusion

Marketing Analytics and Insights is an essential skill set for modern marketers aiming to optimize campaigns, enhance customer engagement, and drive business growth. This course empowers participants with the knowledge and practical experience to collect, analyze, and interpret marketing and analytics data effectively.

By the end of this training, participants will be prepared to make data-driven marketing decisions, predict trends, and maximize campaign impact, setting them apart in the competitive field of marketing analytics positions.

