

# Data-Driven Strategic Marketing Planning & Execution

## COURSE OVERVIEW

This course takes a look at how organizations can leverage data analytics to design, implement, and measure high-impact marketing strategies. It examines key areas such as market segmentation, customer insights, predictive modeling, campaign optimization, and performance measurement. Participants will learn how to transform raw data into actionable intelligence, align marketing objectives with business goals, and execute data-informed strategies that enhance ROI. By the end of the course, participants will be equipped to make smarter, evidence-based marketing decisions that drive growth and competitiveness.

## WHO SHOULD ATTEND?

This course is ideal for Marketing Managers, Brand Strategists, Business Development Executives, and Digital Marketing Professionals responsible for planning and executing marketing campaigns. It is also valuable for Data Analysts, Product Managers, and Entrepreneurs seeking to leverage analytics for smarter decision-making, improved targeting, and measurable marketing performance.

## COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Develop comprehensive, data-driven marketing strategies aligned with organizational objectives.
- Design strategic marketing plans grounded in data insights.
- Apply analytics to optimize targeting and resource allocation.
- Measure and interpret marketing performance using KPIs, dashboards and ROI models.
- Use predictive models to forecast market performance.
- Implement measurable marketing campaigns aligned with business objectives.
- Build a data-centric marketing culture that promotes continuous learning and strategic agility.

## KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The principles of evidence-based marketing decision making.
- Techniques for effective data segmentation, audience profiling and trend forecasting.
- The use of AI, automation and real-time dashboards to track and optimize performance.
- The frameworks for budget allocation and performance evaluation driven by marketing analytics.
- The importance of cross-functional collaboration between marketing, sales and analytics teams.
- Case studies on successful data-driven marketing executions across industries.
- Practical tools for predictive models and resource optimization.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded