

Omnichannel Marketing and Digital Customer Experience Management

COURSE OVERVIEW

Omnichannel Marketing and Digital Customer Experience Management is about building integrated marketing strategies that connect multiple customer touchpoints online and offline into one unified experience. The curriculum elaborates on customers engagement through multiple platforms (social, web retail and AI-powered channels). Participants will gain strategic and technical tools to orchestrate unified customer journeys, align marketing with technology in creating cohesive brand experience that drive loyalty, satisfaction and sustainable competitive advantage.

WHO SHOULD ATTEND?

This course is designed for marketing executives, brand managers, CX leaders, product managers, communication executives, digital transformation officers, and business professionals seeking to integrate multi-channel marketing efforts into a single, customer-centric ecosystem. It is also beneficial to entrepreneurs, business owners, startup founders aiming to strengthen customer engagement across multiple channels.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Design omnichannel marketing strategies for consistent engagement.
- Leverage data analytics, AI, automation to deliver consistent, real time
- Apply analytics and AI to optimize digital customer experiences.
- Align touchpoints to deliver seamless brand interactions.
- Improve personalization across digital and physical platforms.
- Develop frameworks for personalization, retention and lifecycle value management
- Build loyalty and trust with integrated customer experience models.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The fundamentals of omnichannel strategy design and execution in a connected marketplace.
- How to unify data, messaging and experience across multiple customer touchpoints.
- The integration of CRM, e-commerce and social media ecosystem for consistent brand storytelling.
- Frameworks for managing digital customer experience (CX) from awareness to advocacy.
- Techniques for measuring customer satisfaction, loyalty and lifetime value across channels.
- Practical tools for channel integration and analytics.
- Strategies for aligning CX with brand and marketing goals.

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