



**Columbia Business School**  
AT THE VERY CENTER OF BUSINESS™

EXECUTIVE EDUCATION

June 21-23, 2016  
HOTEL NHOW MILANO

**WOBI**  
World of Business Ideas

Brought to you by



## Digital Marketing Strategy: Customers, Planning, and ROI

[wobi.com/columbia](http://wobi.com/columbia)



"In a world where digital marketing changes in the blink of an eye, it is important to get real world insights on those changes."  
*Kevin Strawbridge*

# Digital Marketing Strategy: Customers, Planning, and ROI

wobi.com/columbia

## David Rogers Faculty Director

Executive Director of BRITE, Center on Global Brand Leadership at  
Columbia Business School  
Faculty Member, Executive Education

**David Rogers** is the founder and host of the Center on Global Brand Leadership's acclaimed BRITE conference on brands, innovation, and technology, where global CMOs come together with leading technology firms, start-ups, entrepreneurs, and thought leaders, to address the challenges of building strong brands in the digital age. Rogers is a globally recognized leader on brands and digital strategy, known for his pioneering model of customer networks. He has advised global companies on marketing and digital strategy, including Visa, Lily, SAP, Kohler, Macmillan and China Eastern Airlines. He has appeared on CNN, CNBC, Marketplace, Reuters, and Channel News Asia in addition to delivering keynotes at conferences worldwide on the ways that technology is transforming brands and business strategy.

Rogers is the author of three books, most recently, "The Network Is Your Customer: 5 Strategies to Thrive in a Digital Age." His latest research, and next book, addresses how companies can link digital strategies to clear business objectives in an era of constant disruptive change.





# Overview

The rise of **digital technologies** has transformed the marketing paradigm. Marketers today face a constant proliferation of social media channels, the growing power of the connected customer, and an explosion of new digital tools.

To succeed, marketers must be able to plan, implement, and measure the impact of digital strategies that are suited to today's customers and integrated with their traditional marketing and business goals.

**The three-day program Digital Marketing Strategy** focuses on how marketers can reach digitally savvy audiences, build deep customer relationships, and influence the digital path to purchase. Case studies will illustrate best practices from across B2B and B2C industries. Participants will leave with the frameworks and planning tools to lead new initiatives in their own companies.

# Curriculum

**Digital Marketing Strategy** combines a mix of dynamic lectures, interactive discussion, and group work in small teams. Sessions will focus on strategic concepts, frameworks, and case studies of digital marketing. Executives will apply the tools of the course to several real-world business challenges, as well as to their own organizations. Numerous case studies of successful companies will be examined from diverse industries - including B2B, healthcare, financial services, consumer goods, automotive, hospitality, media, technology, and business services.

## Sample Session Titles

---

- From Mass Marketing to Customer Networks: Re-Thinking the Marketing Funnel
- Access Strategy: Mobile, Local, in the Cloud, and On-Demand
- Engage Strategy: Creating and Curating Content as a Marketing Tool
- Connect Strategy: Mining Social Media Conversations for Insights and Influence
- Collaborate Strategy: Contests, Contribution, Crowd Funding, and Open Platforms
- Best Practices for Brands on Social Networks: Facebook, Twitter, LinkedIn, Google+, and More
- Making Digital Matter: Metrics, ROI, and Agile Modeling
- The Digital Advertising Mix: Search, Display, E-mail, Video - Using Each and Measuring Impact
- Lessons from Brand Failures in Digital Marketing
- Emerging Technologies: What's New on the Horizon and the Opportunities for Marketers
- A Five-Step Process for Planning and Executing Digital Marketing Strategies

Digital Marketing Strategy:  
Customers, Planning, and ROI

€ 3.900 + VAT 22%

Digital Marketing Strategy:  
Customers, Planning, and ROI + 1 Standard Ticket



€ 5.200 + VAT 22%

For more information about World Business Forum Milano, please visit [wobi.com/wbf-milano](http://wobi.com/wbf-milano)

# Benefits

The course will provide executives with the case studies, best practices, and tools for digital marketing that meets the needs of today's organizations. Participants will learn to think strategically and achieve a variety of marketing goals, such as customer acquisition and loyalty, brand building, market entry, customer insight, and new product innovation using digital marketing.

## Summary

of

Benefits:

- † Evaluate the key technologies and digital tools available for marketing
- † Understand your customers' digital path to purchase
- † Leverage social media for customer acquisition and retention
- † Produce and curate relevant content to build customer relationships
- † Understand how to use mobile and customized media to target customers more effectively
- † Create strategies to collaborate with customers to drive innovation and insights
- † Know how to integrate digital marketing with your offline strategies and traditional media
- † Learn how to develop analytics to measure the impact and ROI of digital marketing
- † Understand how to manage brand risk and set guidelines and expectations for online conversations
- † Be able to determine the skill sets required for your own digital initiatives

# Testimonials

Digital Marketing Strategy is designed for mid- and upper-level executives responsible for developing and implementing marketing strategy in BtoB and BtoC companies. It also is well suited for executives who develop or lead digital marketing for client companies.

What recent participants say about Digital Marketing Strategy: \_\_\_\_\_

"Truly beneficial to my development in this area, it provided practical tools to apply almost immediately into my business and its digital marketing plan."

Alex Harper, GM/Owner, White Lotus Foods

"This program has re-energized me to take a more accelerated and forward thinking approach to lead generation for the company I work for. Being out of the office in a classroom setting with smart, experienced marketing talent is refreshing and sparks creative, strategic thinking!"

Nita Patel, Vice President, Global Programs Marketing, Kofax, Inc.

June 21-23, 2016  
 HOTEL NHOW MILANO

wobi.com/columbia

# Form

Valid exclusively for payment received by May 20th, 2016

Digital Marketing Strategy

€ 3.900 +VAT 22%

Digital Marketing Strategy +1 Standard Ticket

€ 5.200 +VAT 22%

World  
 Business  
 Forum | MILANO

Fax to 06.84.11.678

## Personal Details

Name: \_\_\_\_\_ Surname: \_\_\_\_\_  
 Date of birth: \_\_\_\_\_ Education title: \_\_\_\_\_  
 Position: \_\_\_\_\_ Department: \_\_\_\_\_  
 Company: \_\_\_\_\_ N. of employees: \_\_\_\_\_  
 Industry: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: \_\_\_\_\_ ZIP code: \_\_\_\_\_  
 City: \_\_\_\_\_ Province: \_\_\_\_\_ Country: \_\_\_\_\_

## Invoice Details

Company name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
 Registered office address: \_\_\_\_\_ ZIP code: \_\_\_\_\_  
 City: \_\_\_\_\_ Province: \_\_\_\_\_ Country: \_\_\_\_\_  
 VAT CODE / National insurance number: \_\_\_\_\_  
 Accounts contact person & e-mail: \_\_\_\_\_

## Payment Method

- Credit Card number: \_\_\_\_\_ Valid until (mm/yy): \_\_ / \_\_  
 Security Code \_\_\_\_\_  
 Cardholder's name: \_\_\_\_\_  American Express  Visa  Mastercard  Diners
- Bank Transfer to HSM Italia Srl; Reason for payment **Digital Marketing Strategy plus company's name**  
 Banca Intesa: CIN: J - ABI: 03069 - CAB: 09400 - C/C 1000 / 00104346  
 Cod. IBAN IT 52 J030 6909 4001 0000 0104 346 / Cod. SWIFT BCITITMM

Cancellation & refund policy: If you request cancellation up to 60 days prior to the event ("cancellation deadline"), the refund will be processed in the same manner (i.e. credit card, bank transfer, etc.) that the registration payment was made, less a processing fee of €390 per ticket. Cancellations requested after the cancellation deadline will not be allowed and no refund will be granted; however, tickets may be transferred to a substitute participant. Payment due upon invoice receipt. Scheduling: We reserve the right to make any changes without prior notice. Privacy: your private information will be managed according to the Italian Privacy Policy (D.Lgs. 30.06.03 n. 196). The information submitted by you to us, will be used for registration and administrative purposes. When registering with us, you expressly agree and authorize us to use your information to help us provide the products and services you have requested, and keep you informed of offers that may be of your interest. Additionally, you expressly agree that we may share your information both (i) with other HSM Group companies and (ii) with our business partners.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Commercial Partner



Roma: Via del Porto Fluviale, 9 - 00154 | e-mail: [info@challengenetwork.it](mailto:info@challengenetwork.it)  
Tel. 06.85.54.889, Fax 06.84.11.678 | sito: [www.challengenetwork.it](http://www.challengenetwork.it)

The World Business Forum Milan can be financed through inter-professional funds. Challenge Network is the official partner for advice on the funded training. For more information please write to [fondi.it@wobi.com](mailto:fondi.it@wobi.com)



Centered in New York City, the global hub of business, Columbia Business School offers its diverse and entrepreneurial students daily access to influential industry leaders. Our renowned faculty members are at the forefront of their fields, producing groundbreaking research across disciplines. And our worldwide alumni network continues to grow and impact change. At Columbia Business School today, we're celebrating our place at the very center of it all.



WOBI is a global business content hub, a place where experiences and knowledge converge. We are for all those who share our passion for business; restless and curious minds excited by the challenge of transforming ideas into projects and projects into businesses. Our mission is to create transformational experiences dedicated to building better people, better business, and a better world.

#### INFORMATION:

 +39 02 3652 9432

 +351 21346 7038

 +49 69 274015 416

 +34 91 496 24 12

 +351 21346 7038

HSM ITALIA Srl  
Via Cerva 20  
20122 Milano, Italia  
Tel: +39 02 3652 9432 Fax: +39 02 3652 9430