This program is in the Executive Certificate in Strategy and Innovation track.

Program Details
From tablets and big data to new customer monitoring tools and the global emergence of social networking, recent technology has revolutionized the modes of communication through which businesses and brands engage with consumers. This course is designed to help executives understand the new rules of marketing in the digital age, covering a range of topics that include search marketing, social network marketing and analytics, predictive modeling, mobile advertising and commerce, CRM strategy, and digital advertising.

Technology has changed the modes of communication through which firms engage with consumers. Moore’s law has made the storage and analysis of consumer data scalable, creating opportunities for fine-grained behavioral analytics. New monitoring tools have fostered precise and personalized customer relationship management practices. The rise of mobile phones and tablets has enabled location-based messaging and reciprocal communication. The global emergence of social networking has enabled networked-based predictive modeling and new forms of targeting and referral strategies based on the preferences of consumers’ peers. And finally, new social media have brought all of this onto the public stage, with word-of-mouth conversations driving brand awareness and brand loyalty, and user-generated content on review and ratings sites making or breaking demand for products or services.

This two-day course provides a detailed, applied perspective on the theory and practice of digital marketing and social media analytics in the 21st century.

Topics covered in this course include:
• Search marketing
• Social network marketing
• Social media analytics
• User-generated content management and marketing
• Mobile advertising and commerce
• CRM strategy in the age of big data and digital advertising
• Earned versus paid media
• Predictive modeling for ad targeting
• Viral product design
• The multichannel experience
• Randomized experimentation
• A/B testing

Takeaways
Upon completion of this course you should have a fundamental understanding of:
• The digital advertising ecosystem and attribution and pricing models for digital advertising
• The fundamentals of web and app analytics and KPIs for web traffic and commerce
• Search engine marketing, search engine advertising, ad auctions, and strategies for optimizing search engine advertising
• Social network marketing and social network targeting
• Predictive analytics using social network data, peer-to-peer marketing and personalized social advertising
• Targeting and segmentation, specifically demographic targeting and segmentation, behavioral targeting and segmentation, social targeting
• Social listening—analysis of user generated content, reviews, ratings and their effects on consumer demand
• Mobile commerce and analytics and segmentation

http://executive.mit.edu/dms
Digital Marketing and Social Media Analytics

Sample Program Schedule
(subject to change)

Day 1
9:00 AM–10:30 AM Display Advertising & Attribution
10:30 AM–11:00 AM Break
11:00 AM–12:30 PM Search Advertising
12:30 PM–2:00 PM Lunch
2:00 PM–5:00 PM Social Network Analytics & Viral Product Design

Day 2
9:00 AM–10:30 AM Social Listening: Ratings, Reviews & Demand
10:30 AM–11:00 AM Break
11:00 AM–12:30 PM Digital Mining & Digital CRM Strategy
12:30 PM–2:00 PM Lunch
2:00 PM–3:30 PM Web Analytics
3:30 PM–4:00 PM Break
4:00 PM–5:30 PM Mobile Commerce & Analytics

Participants
This course is designed for business leaders seeking a deeper understanding of the digital marketing ecosystem and is particularly relevant for:

- Chief marketing officers (CMOs) and direct reports
- Marketing managers
- Product managers and product development managers
- CIOs and direct reports
- Chief data scientists and data managers
- Corporate strategists
- Agency executives
- Anyone interested in social media, measure ROI from social media

The content of this course is relevant to any businesses and brand that seeks to benefit from digital marketing strategy, as well as marketing providers, digital agencies, third party digital marketing firms, display ad firms, B2B and B2C marketing companies, data science companies, and firms that provide data within the digital marketing ecosystem.

Program Faculty
Sinan Aral
David Austin Professor of Management
Associate Professor of Information Technology and Marketing

Aral’s research focuses on social contagion, product virality and measuring, and managing how information diffusion in massive social networks such as Twitter and Facebook affects information worker productivity, consumer demand, and viral marketing. He has worked closely with Facebook, Yahoo, Microsoft, IBM, Cisco, Intel, the New York Times, Oracle, SAP, and many other leading Fortune 500 firms on realizing business value from social media and information technology investments.

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