

## Developing Data-Driven Marketing Campaigns

**Course Duration**  
Flexible

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LEVEL: PROFICIENT



Use data to gain original insights and strategically build, test, review and enhance marketing campaign performance with confidence.

With the increase in digital technologies, we have more data at our fingertips than ever before, enabling us to make informed decisions with confidence and evidence. In this data-driven marketing course you will develop original insights from assessing data on customer trends across a range of customer markets and channels. You will be taught how to use data to strategically plan and build marketing campaigns aligned to your business objectives and metrics, and how to use data to review and recommend action for ongoing campaigns. You will generate scenarios to challenge existing campaign performance or to test new products or solutions, and you will develop simple customer personas to analyse the strengths and limitations of different marketing channels.

# What You Will Learn

In this course, you will cover customer trends, campaign building and campaign performance.

## Course Outcomes

- Derive original insights from assessing data on customer trends across a range of customer markets and channels
- Use data to build marketing campaigns
- Review, interpret and recommend action with regards to ongoing campaigns
- Generate scenarios to challenge existing performance or to test new products or solutions

Level: Proficient

Suitable for students in Post graduate level or working professional with 0-5 years' work experience

Delivered 100% online

Complete in 4 - 6 hours

Self-paced learning

Interactive activities and case studies

Gain in-demand skills

Certificate of Completion



## Course Features

### Certificate type

Certificate of completion

### Start date

Start Now

### Study Area

Data Driven Marketing

All amounts are inclusive of 18% GST



The future of work is here. Whether you are looking to advance your career, reinvent it, or just get started there is a DeakinCo. course for you!

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