



DIGITAL MARKETING

How (not) to waste money.

Managers acknowledge the growing importance of digital marketing, data analytics and related topics, but might lack a clear vision of how to make "digital" work for their company without wasting a fortune in the process. This seminar is not a traditional marketing seminar. The target group includes top-level managers in business development, accounting, finance, sales, and marketing, who are concerned about the impact of digital marketing on their company. In this one-day seminar, experienced consultant and digital marketing expert Professor Christian Schulze will help participants sort out the chaos.

Content

- Differences between digital marketing instruments: display advertising, search engine advertising, search engine optimization, social media marketing, social influencer marketing, viral marketing, affiliate marketing, and user-generated content
- Usefulness of these digital marketing instruments in reaching company goals, from brand-building to sales
- Prioritize these instruments to build a digital marketing roadmap, suitable to take a company from simply "being online" to having a coherent, functional, and (cost-) effective digital marketing strategy
- How to use performance measurement and optimization in digital marketing to avoid wasting money
- Importance of customer data and analytics as a prerequisite for competing successfully

Target group		Course duration	Focus	Registration
Manager, Directors		1 day (9.30 a.m. – 5.30 p.m.)	Leadership Strategy	Registration and more information:
Method	Price	Dates	Innovation	Tel.: +49 69 154008-280 E-Mail: lsi@fs.de
Presentation and case studies	1.490 Euro	15.05.2018 16.10.2018	General Management Advanced Management	www.fs.de/lsi-209

Expert



Professor Dr. Christian Schulze

is Associate Professor of Marketing at the Frankfurt School of Finance & Management. He was a visiting researcher at the University of Texas in Austin (2012) and at Boston University (2015). His research has been published in the leading academic and practice journals, such as the Journal of Marketing and MIT Sloan Management Review. For his research, Christian received the prestigious early career award from the Erich Gutenberg Society, as well as awards by the German Direct Marketing Association, the Bueropa Foundation, and the German Stock Institute. Prior to his career in academia, he was a business consultant with The Boston Consulting Group (BCG). His research and opinions have been featured in national and international press articles, such as by The Economist, BusinessWeek.com, Jyllands Postens, People's China Daily, Harvard Business Manager, Frankfurter Allgemeine Zeitung, WirtschaftsWoche Online and Manager Magazin Online. The American Marketing Association nominated his articles "Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation" and "Not All Fun and Games: Viral Marketing for Utilitarian Products" as finalists for the Harold H. Maynard Award and the MSI/H. Paul Root Award.

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Registration

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Further information at:
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