

MARKETING & COMMUNICATION | COURSE BROCHURE

Digital Marketing: Customer Analytics and Engagement

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course focuses on leveraging customer analytics to enhance digital marketing strategies and engagement. Participants will explore data-driven decision-making, customer behaviour analysis, and effective engagement techniques to optimise marketing efforts and improve customer relationships, ensuring measurable outcomes and increased customer satisfaction.

Digital marketing professionals frequently encounter the challenge of interpreting vast amounts of customer data to inform their strategies. Without a clear understanding of customer behaviours and preferences, marketing efforts can become misaligned, leading to ineffective campaigns and wasted resources. This course addresses these critical issues by equipping participants with the skills to analyse customer data effectively, identify key trends, and derive actionable insights that can directly influence marketing strategies. Participants will learn to navigate analytics tools, interpret data accurately, and apply their findings to real-world scenarios, ensuring that their marketing initiatives are both targeted and impactful.
In addition to data analysis, this course emphasises the importance of customer engagement in driving loyalty and retention. Participants will engage in practical exercises that simulate real-world scenarios, allowing them to apply analytical tools and techniques to enhance customer interactions. By mastering the art of creating customer personas and mapping customer journeys, they will be able to develop tailored engagement strategies that resonate with their audience. This hands-on approach ensures that participants leave with the capability to make informed decisions that foster stronger customer relationships and ultimately lead to improved business outcomes.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a mix of case studies, hands-on workshops, and collaborative group activities to build practical skills in customer analytics and engagement. Participants will work with real datasets to conduct analyses, develop customer profiles, and create engagement strategies. Outputs will include analytical reports, customer journey maps, and engagement plans, providing tangible evidence of learning and application. Each session is designed to facilitate active participation and encourage the sharing of insights, ensuring that participants can apply their learning in their respective roles effectively. This interactive approach fosters a deeper understanding of concepts and encourages the practical application of skills in real-world contexts.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse customer data to identify trends and behaviours impacting marketing strategies.
• Evaluate various customer engagement metrics to assess effectiveness and inform decisions.
• Design customer personas based on analytical insights to tailor marketing efforts effectively.
• Construct customer journey maps to visualise engagement touchpoints and opportunities for improvement.
• Prioritise engagement strategies that align with customer preferences and behaviours to enhance satisfaction.
• Justify the selection of specific digital channels for targeted customer engagement based on data analysis.

Target audience

This course is suitable for:
• Digital Marketing Managers responsible for strategy development and execution.
• Data Analysts focused on marketing metrics and customer insights to drive decisions.
• Customer Experience Specialists aiming to enhance engagement strategies and customer satisfaction.
• Marketing Executives seeking to improve campaign effectiveness through data-driven approaches.

Target competencies

Participants will develop competencies in:
• Conducting in-depth customer data analysis for actionable marketing insights.
• Developing targeted engagement strategies based on analytical findings.
• Creating detailed customer personas to guide marketing initiatives.
• Mapping customer journeys to identify engagement opportunities and pain points.
• Utilising digital tools for real-time customer engagement analysis and optimisation.
• Interpreting engagement metrics to inform and refine marketing decisions.

Course outline

Day 1: Understanding Customer Analytics

Applied activity: Participants will analyse a provided dataset to identify customer segments and engagement metrics. They will use analytical tools to derive insights and present their findings to the group, discussing implications for marketing strategies.
Output: A report summarising customer segments and key engagement metrics identified during the analysis.

09:00–09:54	Introduction to customer analytics and its critical role in digital marketing success.
09:54–10:48	Key metrics for measuring customer engagement and behaviour effectively.



Course content

10:48–11:00	Tools and technologies for data collection and analysis in marketing contexts.
11:00–11:30	**Coffee break**
11:30–12:12	Tools and technologies for data collection and analysis in marketing contexts. (continued)
12:12–13:06	Data privacy and ethical considerations in the use of customer analytics.
13:06–14:00	Introduction to segmentation and targeting based on analytical insights.

Day 2: Data-Driven Decision Making

Applied activity: Using a case study, participants will identify key insights and develop a data-driven marketing strategy. They will present their strategies to the class for feedback, focusing on how data informs their decisions.
Output: A presentation outlining the data-driven marketing strategy developed by each group.

09:00–09:54	Frameworks for data-driven decision making in marketing practices.
09:54–10:48	Techniques for interpreting customer data and analytics accurately.
10:48–11:00	Case studies of successful data-driven marketing campaigns and their outcomes.
11:00–11:30	**Coffee break**
11:30–12:12	Case studies of successful data-driven marketing campaigns and their outcomes. (continued)
12:12–13:06	Identifying actionable insights from customer behaviour data to inform strategies.
13:06–14:00	Developing hypotheses based on data analysis for testing and validation.

Day 3: Creating Customer Personas

Applied activity: Participants will create customer personas based on insights gathered from previous analyses. They will work in groups to develop detailed profiles, including demographics and behaviours, and share them with the class for discussion.
Output: A set of customer personas for a specified target market, complete with insights and implications for marketing.

09:00–09:54	The role of customer personas in enhancing digital marketing effectiveness.
09:54–10:48	Methods for developing detailed customer personas using analytics and research.
10:48–11:00	Integrating customer feedback into persona development for accuracy.
11:00–11:30	**Coffee break**
11:30–12:12	Integrating customer feedback into persona development for accuracy. (continued)



Course content

12:12–13:06	Utilising personas to tailor marketing messages and campaigns effectively.
13:06–14:00	Testing and refining personas based on ongoing analytics and customer interactions.

Day 4: Mapping the Customer Journey

Applied activity: Participants will create a customer journey map for a fictional product, identifying key touchpoints and engagement strategies. They will present their maps and strategies to the group, discussing potential improvements. Output: A comprehensive customer journey map with identified engagement strategies and recommendations.

09:00–09:54	Understanding customer journey mapping and its significance in marketing strategies.
09:54–10:48	Tools and techniques for mapping customer journeys effectively.
10:48–11:00	Identifying touchpoints and engagement opportunities throughout the customer lifecycle.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying touchpoints and engagement opportunities throughout the customer lifecycle. (continued)
12:12–13:06	Analysing customer pain points and moments of truth to enhance experiences.
13:06–14:00	Using journey maps to inform marketing strategies and improve customer engagement.

Day 5: Implementing Engagement Strategies

Applied activity: In teams, participants will design a comprehensive engagement strategy for a chosen customer segment, incorporating insights from previous days. They will present their strategy to the class for evaluation and feedback. Output: A detailed engagement strategy document with implementation plans and expected outcomes.

09:00–09:54	Developing effective engagement strategies based on customer insights and analytics.
09:54–10:48	Utilising digital channels for targeted engagement and communication.
10:48–11:00	Measuring the success of engagement strategies through metrics and feedback.
11:00–11:30	**Coffee break**
11:30–12:12	Measuring the success of engagement strategies through metrics and feedback. (continued)
12:12–13:06	Adapting strategies based on customer feedback and ongoing analytics.
13:06–14:00	Case studies of successful engagement strategies and their impact on customer loyalty.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**£2,450.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,250.–**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,860.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,820.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**£3,150.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,860.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**£2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**£1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.–**
Singapore Confirmed dates	17 May 2027	21 May 2027	**£2,820.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,450.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**£3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Barcelona Confirmed dates	30 Aug 2027	3 Sept 2027	**£2,840.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,820.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**£3,150.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.–**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,650.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.–**
Vienna Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,940.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,450.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.–**
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,860.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,650.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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