FutureSkills in
MarTech x Digital Customer Experience

FUTURESKILLS
CONNECTION TECHNOLOGY 裝備未來

RTTP Approved

Course Fee: $4,500 (May apply up to $3,000 subsidy)
*Maximum saving, with the final grant subjects to approval.

This workshop equips you **not only the digital marketing tools**, but also the **data analytic skills** that are essential to delivering **digital customer interface and experience of the next level**!

Whether you are **techie or just getting started,** you can join this programme to acquire the future skills in **MarTech** and **improve your ROI**!

Programme code	10012721-02
Date and time	12 – 13 May 2022 (09:30 – 17:00)
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon
Language	Cantonese with English terminology
Course fee	HK$4,500 / HK$4,050* *Group discount, membership discount

Learning Outcomes

- Understand the core of Digital Marketing under the New Normal (e.g. digital customer experience, customer journey analytics, different digital marketing tools, etc.)

- Incorporate Customer Experience (CX) in your Digital Marketing plan

- Learn how AI and Big Data incorporated in Customer journey analytics (CJA)

- Understand how digital channels can be managed effectively

- Improve your ROI through cost-effective digital customer journey

Participants will get a free copy of the book "Experience Wave" published by trainer. It is a book on experience design focusing on the branding, customer and employee.

This course is an approved Reindustrialisation and Technology Training Programme (RTTP), which offers up to 2/3 course fee reimbursement upon successful applications. For details: https://rttp.vtc.edu.hk.

Introduction

Digital Marketing is no longer just about digital tools (e.g. SEO, Google Ads) It is about the complete Digital Customer Experience - **a seamless digital customer journey that exceeds the customers' expectations**.

This programme will illustrate the **different digital marketing tools along a customer journey** and how to design a better Digital Customer Interface and Experience to improve your business.

Course Content

1. Digital Marketing in the New Normal

- Strategic shift in marketing mix – evolution from 4Ps to 4Es
- Changing paradigms of media landscape in the new normal
  - from one-way to two-way to many-to-many to AR/VR
- Key elements of good Customer Experience (CX) in the "phygital" space
- Net Promoter Score – a simple, customised survey tool to measure the loyalty of customers to a company
- Best practices & case studies, local and global

2. Digital Customer Journey Design with Latest Technologies

- Guide to customer journey stages: **Awareness**, **Engagement**, **Purchase**
- Steps to map the customer journey to maximize customer lifetime value (CLV)
- Digital tools for customer journey mapping: from Post-it to Excel to online software
- **Embracing AI and Big Data in Customer Journey Analytics** (CJA)
  - to assess and predict customer behavior across online and offline channels
- The importance of A/B testing
- **Exercise – Draft your digital customer journey**

3. Awareness

Helping customers find products and services when they are aware of their needs in relation to the company's offerings

- Search marketing agorithms: keyword strategy, search ad copy marketing, keyword campaign optimisation, bidding strategy
- Digital out-of-home: programmatic marketing, digital kiosks, interactive displays
- Print ads with QR code: visual design based on brand identity, infographics, UTM tracking
- Banner: static banners, animated GIF, ad formats, ad sizes, mobile responsive

4. Engagement

Interacting with customers across their preferred digital channels to build and strengthen customer relationships

- Website: Website design trend, Conversion Rate Optimization (CRO), Google Analytics
- Email marketing: email subject line design, email frequency, call-to-action (CTA) strategy, remarketing, unsubscription management, privacy management
- Webinar marketing: topic design, registration management, hosting platform, webinar format, strategy on date, time and length
- Influencer marketing: influencer type, selection criteria, influencer marketing communication, virtual influencer, influencer efficiency, relationships with influencers
- Video marketing
- Social media: content marketing, advertising on Facebook, Instagram, LinkedIn

5. Purchasing Habit

Delivering consistent great digital experience across channels as RTB

- Ecommerce: the rise of social ecommerce, 3 most important metrics – CR, AOV, RPV, customer journey design, ecommerce analytics
- APP marketing: operating system, ASO, PR strategy, APP reviews, ratings & user feedback management
- Chatbot: conversational marketing, chatbots for customer service, chatbots for sales, chatbots for FAQ, what not to do in chatbot marketing
- Word-of-mouth marketing: storytelling, user generated content (UGC), customer generated content (CGC), viral marketing
- Loyalty program: from loyalty to advocacy, 4 key types – point-based loyalty, tiered loyalty, paid loyalty, value loyalty, RFM analysis
- **Exercise – Incorporate CX in your digital marketing campaign**

6. WeChat Marketing

- Digital customer journey design in China
- WeChat: Official Account including Service Account (服務號) & Subscription Account (訂閱號), Branded Individual Account, red packet marketing, WeChat Group, WeChat Moments (朋友圈), WeChat advertising, WeChat Channels (視頻號), Mini Program (小程序)
- WeCom (企業號)

7. Digital Campaign Design

- Goal setting based on pain points & sweet spots
- Channel selection, management, and analytics
- Promotion models – freemium, subscription revenue model, affiliate revenue model
- Marketing triggers – what prompts customers to perform conversion actions and make purchases
- Marketing budget allocation
- In-house vs agency marketing

8. MarTech – Next Normal in Marketing

- Digital transformation
- Marketing stack
- CRM vs CDP
- Marketing automation
- Return on Experience (ROE) is the new ROI

Who Should Attend

Anyone who wants to acquire new skills in digital marketing and customer experience such as Marketers, Digital Marketers, Customer Care Specialists, eCommerce practitioners, Entrepreneurs, Business Development Managers, etc.

Trainer Profile

Daryl CHOY has extensive experience in providing strategic marketing consultancy to large corporations in Hong Kong and China. He has over 20 years of training experience. His core competences are digital marketing, customer experience, corporate strategy and employee development.

- Brand Building and Marketing Committee Member of China Association of National Advertisers
- Professional Committee of Shenzhen User Experience Association
- Founding Circle Member of World Experience Organization
- Author of Experience Wave

RTTP Application

Companies should submit their RTTP training grant application for their employee(s) via https://rttp.vtc.edu.hk/rttp/login at least two weeks before course commencement.

Alternatively, **application form** could be submitted by email to rttp@vtc.edu.hk along with supporting documents.

Inquiry: Ms Angel LEE| +852 2788 5754 | angellee@hkpc.org
Ms Becky YU| +852 2788 5029 | beckyyu@hkpc.org

Award of Certificate

A Certificate of Attendance will be awarded to participants who have attained 75% or above attendance.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR

2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: *HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Angel LEE)*.
Please indicate the course name and course code on the **back of the cheque and envelope**. OR

3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
Office hours:
Monday to Friday 09: 00-18: 00

http://u.hkpc.org/asw