Digital Systems, Strategies and Analytics

Modern marketing professionals need to understand not only what digital marketing is, but how the digital ecosystem works, the underlying drivers of the technology, the role of digital in a comprehensive customer touch strategy and the critical measurements for establishing cause/effect/value.

Students interested in raising their digital IQ and improving the quality of conversations across their organization—from the social media team creating content to the data+analytics team pulling the numbers to the C-Suite allocating budget—should consider this class.

Digital Systems

Google is just one of 1,000’s of digital touch opportunities. We’ll go into the major categories of systems and discuss how to connect them for campaign optimization, cross-lifecycle communication, testing, optimization and attributable measurement.

Touch Strategies

Business objectives drive your marketing strategy including the role of digital. We will dive into multiple touch strategies including the P.O.E.M. Model, Customer Lifecycle Journey Mapping and B2B/B2C approaches that best map back to your original business objectives.

Data + Analytics

Digital technology drives the data that is available, but which KPI’s really matter and how do I get them in an efficient and effective way? We will survey the major digital measurement systems used for daily and deep analytics including web analytics, mobile, social and CRM systems.

Scott Fasser
Director of Digital Innovation—Hacker Agency

Phone: 206-713-4185
Email: fasser@uw.edu