Core Competencies for the European Diploma/Certificate in Direct and Interactive Marketing (Nov. 2014)

0 Basics

- *Data Security: security culture; ensuring personal data security; treatment of financial (payment) and health data information*
- *Customer orientation: customer behaviour; customer demands; customer expectations,*

1 Strategy & Concept

- Review of key concepts and theories;
- What is Direct and Interactive Marketing?: Defining the direct and interactive marketing;
- Reasons for growth in direct and interactive Marketing;
- Advantages of direct and interactive Marketing;
- Applications and major success factors in direct and interactive Marketing;
- Development of integrated customer contact centres;
- Importance of fulfilment;
- Direct and interactive marketing models: B2B, B2C, C2b, C2C;
- Direct and interactive marketing strategies and operations;
- *Real-time marketing and advertising*
- Customer-Marketer interaction;
- Synergy within interactive marketing of the interdependence of strategic marketing, database management analysis and accountability metrics (C,A);
- Planning for direct and interactive Marketing;
- Inbound Marketing vs. Outbound marketing;
- Outbound Marketing: strategy development, campaign development, traffic and production, analytics, measuring, testing, results optimization;
- Inbound marketing: SEO, SEM, Usability, Social Media;
- The direct and interactive marketing offer and their elements
- Creative development and execution in direct and interactive marketing;
- Engaging the customer: viral marketing, online reputation management, community management;
- *Management of collaborative processes (beyond marketing)*
- *Management of relations and communication with stakeholders and how to relate with bloggers*

2 Main Topics

- Strategic and tactical role of marketing databases in underpinning and facilitating direct and interactive marketing;
- Implications for integrated marketing, outsourcing and alliances;
- Data driven segmentation and targeting;
- Testing in direct and interactive marketing;
- Identification of customers; qualification of customers; customer contact strategies; one, two and multi-step programs;
- Acquisition strategy, retention strategy, loyalty schemes and customer relationship management;
- Customer acquisition, retention, loyalty building, incentive programs, MGM etc;
- Relationship management and implications for knowledge management;

3 Operational Tools

- Data fusion and data mining: Software and statistical techniques;
- Understanding direct marketing databases; data to hold; data sources;
- Database management;
- List and databases, normalization, de-duplication, segmentation techniques and their application, data mining, result optimization;

4 Enabling Technologies

- *Cloud technologies;*
- *M2M techniques;*
- *Data warehouses;*

5 Integration in a Business Environment

- Media used in direct & interactive marketing and how to maximize their utility within direct & interactive marketing;
- Range of media in direct and interactive marketing including above the line, below the line, online and mobile media, social media;
- Interactive media: mail, telephony, PoS, internet;

6 Analytics

- Data driven segmentation and targeting
- Research, analytics, testing and financials, and how not to confuse the three
- Basics of analytics for direct marketing such as response rate, conversion rate, cost analysis, cost per response, cost per leas, cost per sale, and how to calculate maximum allowable costs per lead and per sale.
- *Data mining software:*
  - *deviation detection;*
  - *dependency modeling;*
  - *cluster analytics;*
  - *classification;*
  - *regression;*
  - *summarization;*
  - *anomaly detection; market basket analysis;*
- Introduction to some more advanced analytics, such as cluster analysis, regression analysis and advanced web analytics

7 Legal

- Issues of privacy, security and social responsibility;

8 Cases in Direct and Interactive Marketing