Mahindra™ University
Global Thinkers. Engaged Leaders.

CENTRE FOR
EXECUTIVE EDUCATION

Marketing in the Digital Era

Empowering Success Through Customer-Centricity

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Overview

We operate in a multi-channel world. Customers today, in both B2C and B2B industries, seek to do business with firms that not only provide great products but also amazing buying experiences.

Modern marketers should apply digital channels and data as key elements of their overall marketing and communication strategies. Doing so will not only improve overall business performance but also drives innovation, enables better customer experiences, and create substantial leverage in a hyper-competitive landscape.

This programme enables participants to systematically approach marketing in the 'Digital era'. The module will provide key frameworks and tools that help firms develop a customer-centric, multi-channel marketing strategy. The module relies on the experiences of the instructor, who has worked with several MNCs to deploy and fine-tune digital marketing strategies and data-driven decision-making.

Learning Outcomes

- Rethinking the role of marketing in a 'Multi-channel' world
- Evaluate changes in customer preferences and behaviors, as well as industry trends
- Learning to develop customer-centric buying journeys, and build a multi-channel marketing strategy for specific target segments
- Developing agile decision-making abilities based on marketing analytics
- Developing Metrics and KPIs to measure the effectiveness and ROI of revamped marketing efforts

Key Topics covered in the Programme

- The 'Digital Customers': How the psychology and behaviors have changed
- Customer Journeys: The key to developing a multi-channel strategy
- Multi-Channel Go To Market (GTM) Strategy Framework
- Social Media and Content-Based Customer Engagement (For B2B/ B2C)
- Building a comprehensive GTM strategy

Target Audience

- Mid to senior-level professional seeking to unlock the potential towards success through strategic customer-centric approaches
- Marketing in the Digital Era is crafted to cater to individuals in customer-facing roles, including Marketing, Advertising & Communication, and Customer Service
- This program is tailor-made for Marketing and Communication Managers hailing from startups and technology companies

Session wise Topics

Session 1: Introduction to Multi-channel marketing

- Recognize the diverse array of marketing channels available in today's digital landscape
- Learn to identify potential synergies among different marketing channels, understanding how they can be strategically combined to amplify brand visibility and customer interaction
- Understand the various touchpoints where customers interact with a brand across different channels, and grasp how these interactions influence customer perceptions and behaviors
- Explore the unique characteristics, strengths, and limitations of various marketing channels, enabling informed decisions about channel selection based on specific campaign goals

Session 2: Psychology of Digital Customers

- Understand how the psychology and behaviors of customers across various business domains have evolved and how to address them
- Explore and assess the shifting behaviors of your own customer, recognizing patterns and trends that impact their interactions with digital platforms and your offerings
- Formulate clear problem statements that encapsulate your organization's specific hurdles and obstacles in effectively marketing products and services in the context of changing customer behaviors and preferences

Session 3: Customer Journeys

- Understanding the foundational significance of customer journeys in crafting a customer-centric digital marketing strategy
- Recognizing how these journeys influence purchasing decisions and consumption experiences
- Gain insight into how customers traverse across diverse channels during their buying and consumption journeys, and appreciate the importance of mapping these pathways for effective strategy development
- Leverage dissect customer behaviors, preferences, and interactions across channels, thus enabling the creation of well-informed, actionable customer segments

Session 4: Designing Customer Journey for your own organization

- ·Develop comprehensive customer journey for your own organization enabling you to visualize the entire lifecycle of customer interactions, from initial awareness to post-purchase engagement, and employ these maps to identify critical touchpoints and areas of optimization.

Session 5: Multi-channel marketing strategy

- Understand the core principles and benefits of multi-channel marketing strategy
- Understanding the five key pillars of a robust multi-channel customer experience strategy
- Learn from case studies of pioneering companies in both B2B and B2C sectors that have effectively leveraged multi-channel strategies to create seamless and engaging customer experiences
- Understanding target customer segments, including their preferences, behaviors, pain points, and communication preferences

Session 6: Designing multi-channel marketing strategy for your own organization

- Design a comprehensive multi-channel customer experience strategy for your organization that aligns with the 5 pillars, catering to the unique needs and expectations of the chosen target segment

Session 7: Social Media and Content-Based Customer Engagement for B2B/ B2C

- Understand and challenge the common notion that social media and content-driven engagement are exclusively applicable to FMCG industries

- Appreciate the critical role of social media and content-driven strategies across various industries(B2B/B2C) in enhancing marketing effectiveness and fostering meaningful customer engagement

- Acquire actionable insights to adapt and implement social media and content-driven approaches in diverse business contexts, contributing to more impactful marketing and elevated customer interactions

Session 8: Action Learning Project

- Fine tuning multi-channel marketing strategy
- Presentation and feedback by faculty
- Summarizing learning and future plan of action

Programme Details

Programme Dates: 6-7 February, 2025

Programme Duration: 2 Days, In-Campus

Programme Fee: Rs. 30,000/- + GST Per Participant

Faculty

Dr. Pradeep Racherla

Dr. Racherla is a Professor of Marketing and Head of the Department (Digital Technologies) at Mahindra University School of Management. He is a digital Transformation/Strategy consultant and trainer, and worked with several multi-national firms and start-ups in India and the United States.

Racherla's areas of expertise include Digital Transformation, Digital & social media marketing, Ecommerce business models, Marketing research & analytics. Currently, he is working on research projects related to digital innovation, go-to-market strategy, and neuro-marketing

Till 2015, he was the Director of Post-Graduate Programs at Woxsen School of Business, Hyderabad. Prior to joining Woxsen, he was the Gene Edwards Professor of Banking and Assistant Professor of Marketing at West Texas A&M University.

He received several awards and honors for his research and teaching. His 2015 research article was recognized as one of the Top 50 most downloaded and cited works across 500 business journals in the world (Emerald Citation of Excellence). In 2010 and 2011, he received the West Texas A&M University Research excellence award and the Texas A&M system teaching excellence award. Other awards include best doctoral researcher awards at Fox Business School.

Dr. Racherla is an empaneled 'Visiting Professor' for EMBA and Executive Education programs at ISB, XLRI, SPJain Global (Dubai & Singapore), and Greatlakes Institute of Management.

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.

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