Marketing Strategies in the Digital Age: Using Data Analytics, Automation and AI to Market to the Digital Native
8:30 AM to 5:30 PM • AIM Campus, Makati City

Course Overview
Marketing practices have evolved not just through the rise of digital channels but also in the way data and automation has powered marketing platforms.

This course aims to guide marketing executives and business leaders on how marketing investments can be more productive and agile through data technology and deeper understanding of their digital native customers.

AIM has worked with start-ups and conglomerates and guided them in their digital transformation. AIM faculty and its network of thought leaders have the technical and practical know-how to guide you through a strategic deep-dive into the new wave of marketing best practices in the digital and mobile age.

Course Objectives
After the completion of this course, the participants will be able to:

- Understand customer journey evolved in the digital age
- Recognize mobile touchpoints and marketing opportunities where their organization can capitalize on and how the latest trends in automation and AI can affect the future of their relationship with customers
- Apply data analytics to get better customer insights and optimize marketing strategies

Course Benefits
- To gain an end-to-end perspective of your customer in the digital age
- To guide businesses on how to create a digital-savvy marketing strategy
- To understand how data and technology can enhance your marketing investments

Who Should Attend
This program is recommended for marketing executives, senior marketing practitioners and business heads:

- Who are part of the strategic planning process for marketing investments?
- Who are responsible for driving innovation and growth in the organization?

What You Will Learn
- Thinking Like a Digital Native
- Mapping Touchpoints in the Customer Journey
- Understanding Digital Marketing Channels and Trends
- Executing an Always-On Marketing Strategy
- Optimizing your Strategy through Data analytics
- Mining and analyzing data through automation and AI applications

Faculty Profile
Prof. Rebecca Ricalde began her professional career at Nestle Philippines in 2003, where she went from Sales and Marketing Trainee to Channel Sales Development Manager in four years’ time. After obtaining her MBA in the United States in 2011, she became Operations Manager for the Pathways Leadership Program in Arizona and then moved to Amazon in Seattle as its Worldwide Customer Returns Program Manager.

Upon her return to the Philippines in 2013, Prof. Rebecca took on the position of Senior Marketing Manager at Ayosdito.ph before joining Voyager Innovations, Inc. as its Assistance Vice President for Digital Commerce. Before joining AIM, Prof. Rebecca was the Senior Vice President for Customer Experience at Lazada E-Services Philippines.

Prof. Rebecca earned her MBA from the Wharton School of the University of Pennsylvania. She was also a teaching Assistant for an Advance Study Project in Marketing and Director of Wharton Women in Business. She received her Bachelor of Science in Industrial Engineering from the University of the Philippines.