




Leading With Customer Insight

 Instructor-led  Onsite or Remote  ~14 Hours

Overview: Today's customers expect a personalized approach. Equip your marketing team to lead more effective two-way conversations — and drive purchases — through each phase of the customer journey.

Business Outcomes:

- Fuel a customer-centric mindset.
- Build effective customer relationships that increase sales.
- Use personas, journey maps, and segments to hone strategies

Customer Insights	Channels and Execution
Develop data-driven personas to intelligently adjust marketing tactics.	Create data-driven campaigns by utilizing the objective-first framework.
Chart personas on a customer journey map to more fully understand their experience.	Choose the right KPIs to measure success and identify areas to improve.
Use qualitative data to generate actionable customer insights.	Analyze results to improve performance across the board.