



# Data Strategy & Culture Training

## for Marketing Manager

You are a ...

- Marketing Manager
- Marketing Consultant
- Head of Marketing
- Marketing Director
- Staff of the Marketing Agency

... or in a similar position ...

... and are facing the following challenges?

- Proving the **success of your marketing activities**.
- **Optimise** your campaigns and actions in a **data-driven** way.
- Designing the right **marketing strategy** for your business.
- Collecting the **right data** and storing it in a **data privacy compliant** manner.
- Implement **Business Intelligence** and **Marketing Analytics** in your department.

Then we recommend you participate in the seminar

## Data Strategy & Culture – with data on marketing & sales success,

to learn:

- You find the relevant and realistic goals for your marketing with the **right metrics and KPIs**.
- A **data-driven corporate culture** helps your team to achieve the goals faster and more often.
- You collect **company data** in a targeted manner and utilise it strategically to reduce costs and increase benefits.
- **Big Data, Predictive Analytics, Machine Learning** and **Artificial Intelligence** make your marketing more effective and efficient.
- You gradually and continuously **increase the maturity of your marketing analytics** to gain a lasting competitive advantage.

... and much more! Profit both personally and professionally:

**Experience** what really works with data & analytics and how it works.

**Know** what really matters to be data-driven successful.

**Receive** a "Data Strategist" certificate as a proof of your newly acquired competences.

**Learn** the tools and methods to independently develop data strategies for your company.

**Identify** the potentials of your company data and analytics tools.

Book one of our seminars now: [www.datentreiber.de/fortbildung/data-strategy](http://www.datentreiber.de/fortbildung/data-strategy)



## Data Strategy & Culture Training for Marketing Manager

### Data Strategy & Culture Training

Presence training with Martin Szugat	2 days	€ 1.800,00 plus 19% VAT.
Online training with Martin Szugat	4 half days plus homework appointment.	€ 1.350,00 plus 19% VAT.



10% Team discount  
for +2 participants



20% Follow-up discount  
book several trainings or follow-up training

Current dates and venues can be found at:  
[www.datentreiber.de/fortbildung/data-strategy/#termine](http://www.datentreiber.de/fortbildung/data-strategy/#termine)

### What our customers say:

„Nestlé sees **employee training** as a key success factor for the digital transformation in the company. At the two-day Datentreiber seminar, our employees learn how to **use data strategically and operationally** in order to identify relevant content, distribute it on the appropriate channels and optimally manage campaigns. Martin Szugat convinced the participants with the **many practical exercises** as well as **numerous concrete examples**.“



Sarah von Mitzlaff  
Group Brand Manager  
Nestlé Deutschland AG



### Your trainer Martin Szugat:

With the strategy consultancy Datentreiber, I support companies **in their digital transformation to data-driven business models and processes**. Since 2014, I have also been the **program director** for the Predictive Analytics World & Deep Learning World **conferences** in Germany.

Before Datentreiber, I was shareholder and managing director of SnipClip, an agency for **social media marketing & analytics solutions**. As a bioinformatics graduate, I have done research in **machine learning** and **data mining** as well as worked as a freelance technical writer and IT consultant.



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