

CIM Ukie

Advanced Digital Marketing for Games

Agenda

- The course is designed for people who have already attended the UKIE CIM Digital Marketing Course

Time	Module	Content
10	Intro	Agenda, expectations, introductions
20	Since we met	Achievements and challenges in implementing learning from first session – discussion
15	Case study set up	Agree cases for each group
60	Understanding consumers – research & profiling	Research methods – qual v quant, observed v claimed. Example of desk research for targeting younger audiences. Creating surveys. Web analytics tools. External data profiling. Case study exercise (what research or profiling do you need?)
15	Break	
90	Turning information and insights into propositions	Reminder of the principles of insight generation. Turning insights into different propositions for different audiences. Proposition development tool. Case study exercise (turn your information into an insight and proposition for one segment)
60	Lunch	
75	Content & mobile marketing	Importance of content, user generated v brand generated, writing blogs, influencing the influencers (how to find & influence them), dealing with comments and social media incidents. Mobile marketing options (search, apps etc). Case study exercise (what content do you need, in what format based on your proposition)
15	Break	
75	Social CRM	Which consumers get which content when? Developing content rules. Building a database. Data capture principles. Marketing automation & CRM tools. Email marketing best practice. Testing & learning. Case study exercise to develop a content & comms plan

		for one segment.
15	Wrap up & close	