SBWL Digital Marketing

WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

Marketing & Customer Analytics

Univ.Prof. Dr. Thomas Reutterer

SBWL MESSE, 03.05.2022

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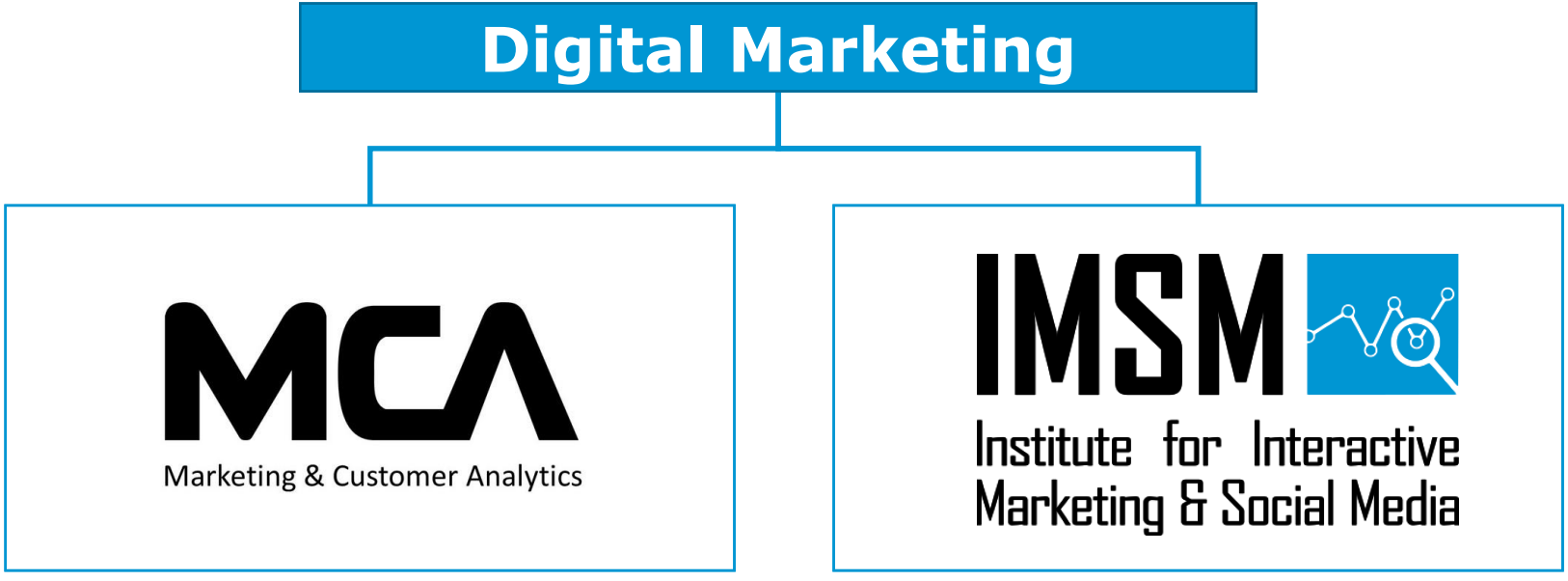
The Makeup



wu.ac.at/mca

wu.ac.at/imsm

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The Team

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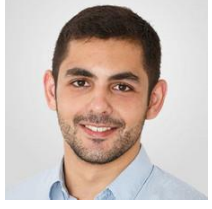
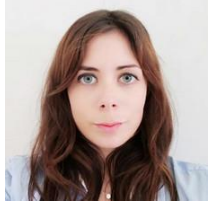
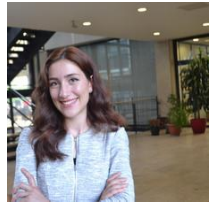
Digital Marketing







MCA Marketing & Customer Analytics wu.ac.at/mca

IMSM Institute for Interactive Marketing & Social Media wu.ac.at/imsm

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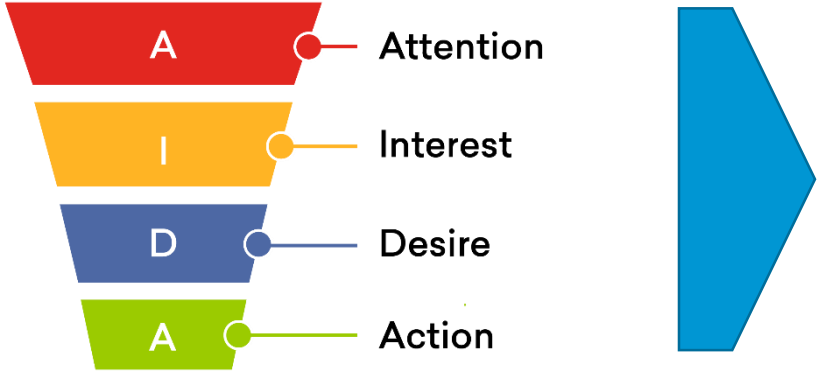
The Content

Digital transformation of the marketing landscape:

- Information technology and interactive online media change the way consumers collect information, make decisions, communicate with each other and with firms, …

„Classical" marketing funnel:



Digital customer journey:

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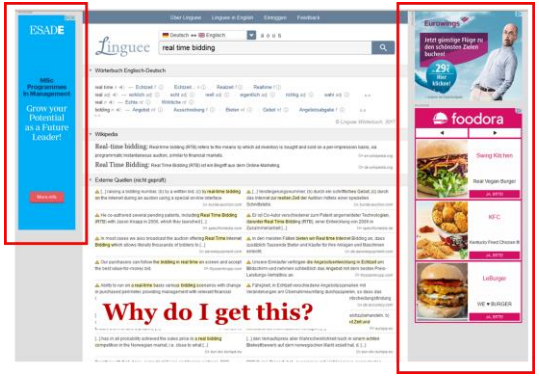
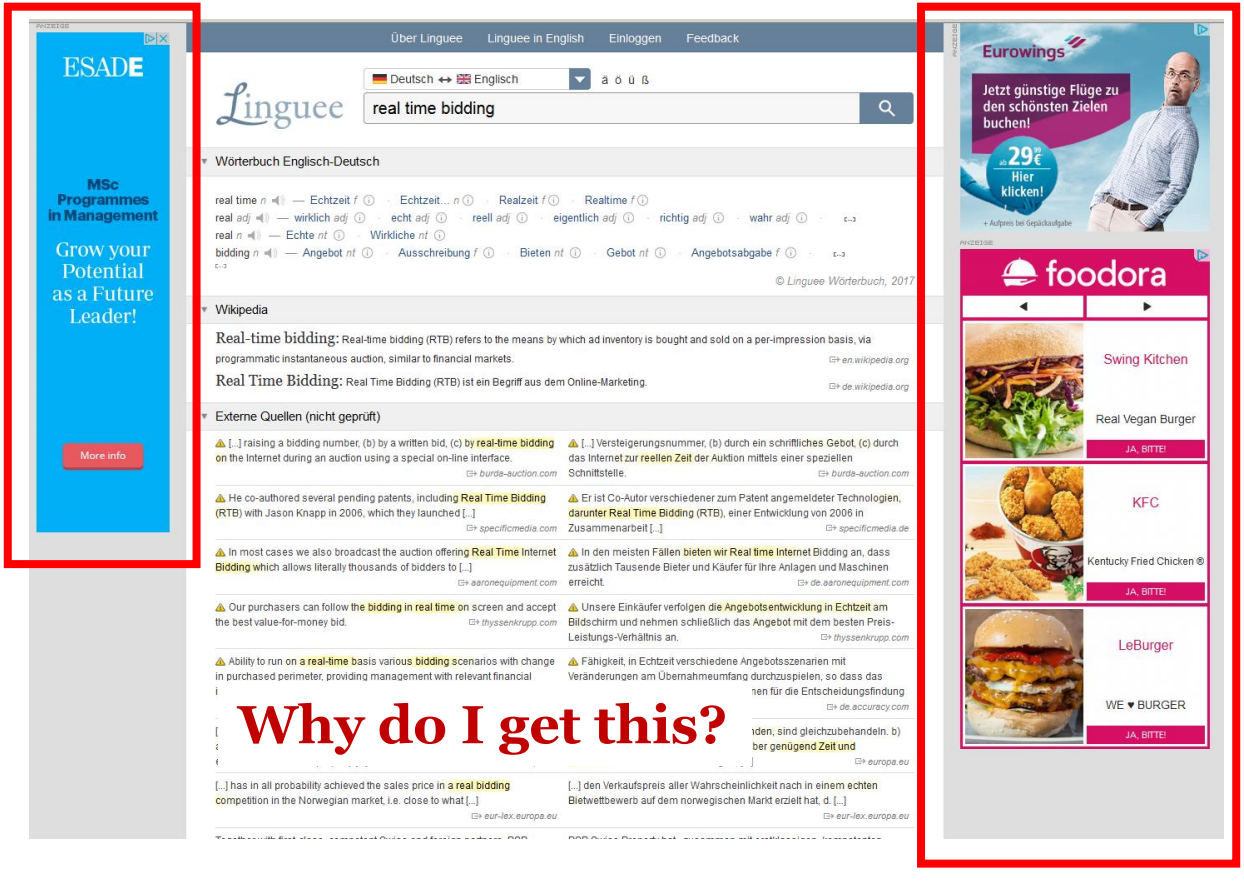
Let me explain: Technology changed/s the face of marketing

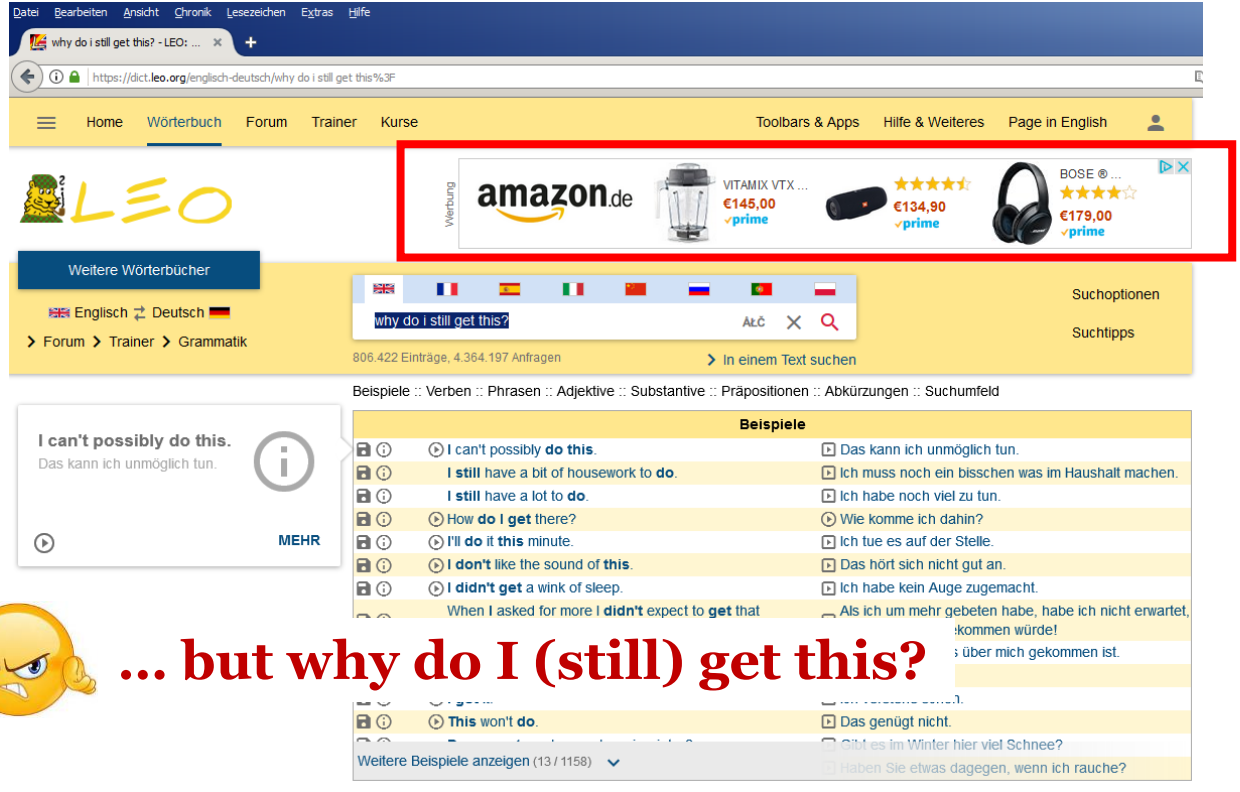
Online ad displays:



Online Advertising



Online Advertising



... but why do I (still) get this?

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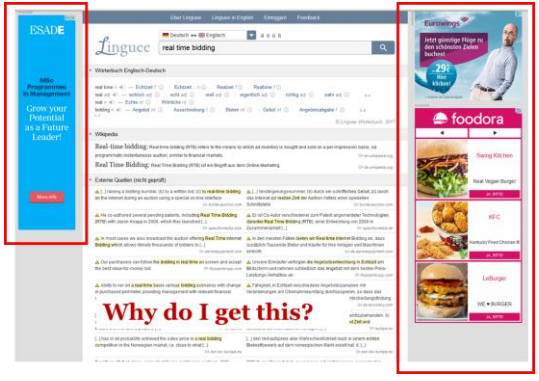
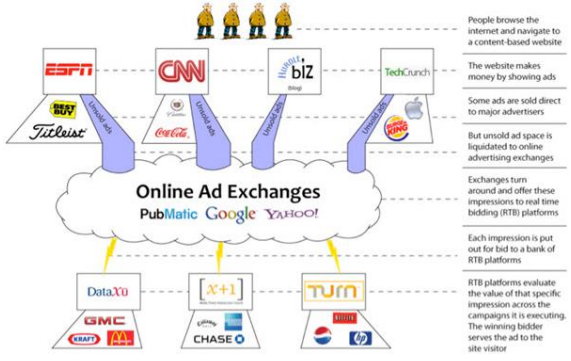
Let me explain: Technology changed/s the face of marketing

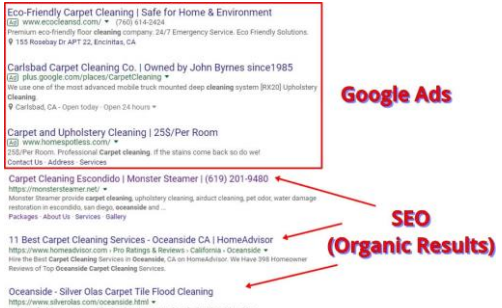
Online ad displays



Real-time ad bidding



SEO / SEA marketing



Influencer marketing

Subscription services

Omni-channel

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... but there are also doubts on its effectiveness

Ethics and Privacy Concerns:

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The Offer

Our specialization addresses the challenges in digital marketing and prepares students to excel in such business environments!

We offer research-driven course content to develop / strengthen your:

- **Management Skills:** Solving marketing related problems in a digitized economy
- **Analytical Skills:** You acquire methodological knowhow to support solving practical marketing problems
- **Transfer Skills:** Apply and implement this knowledge in real-world decision scenarios (digital marketing lab)

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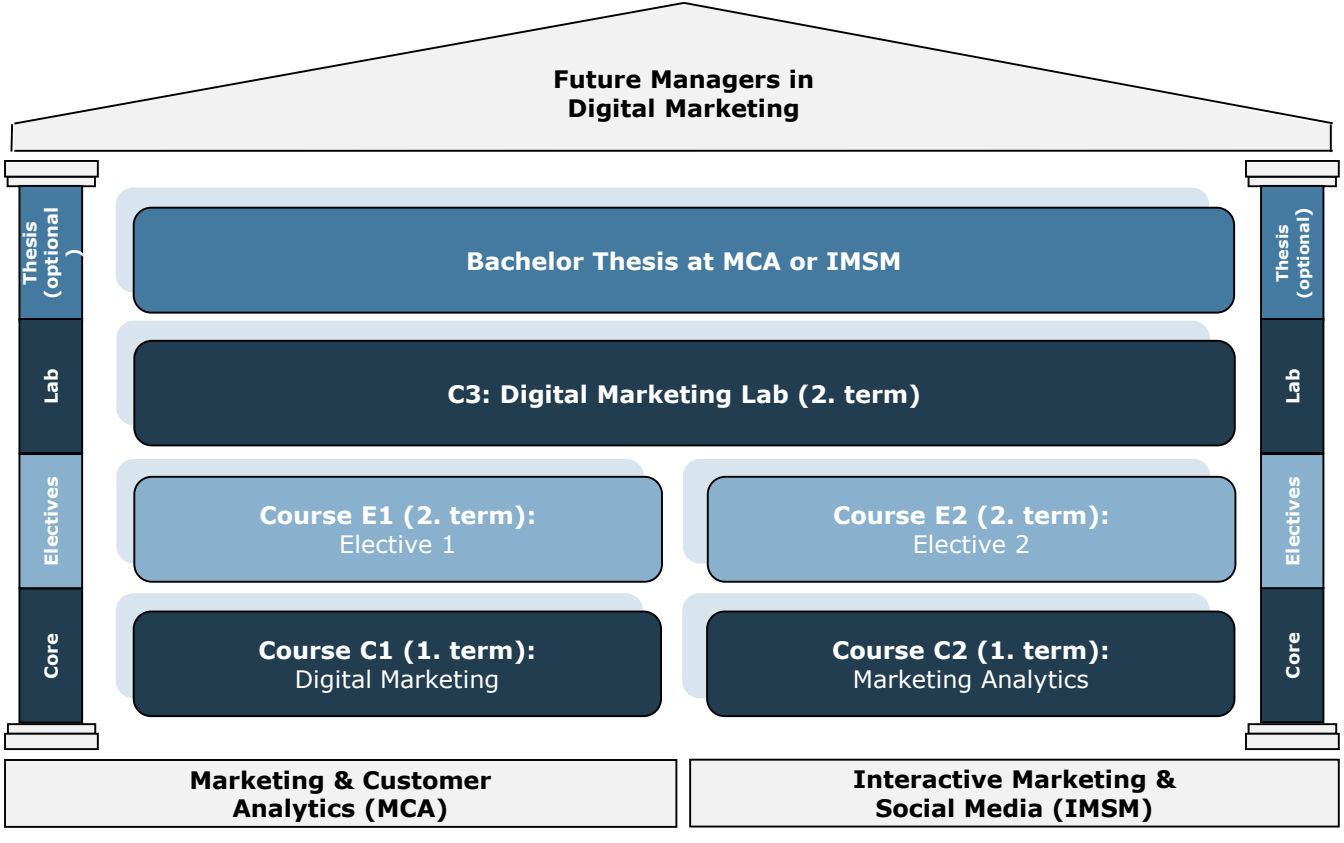
The Structure



We offer ...

- Research-driven course content
- Training in first-rate tools for business analytics
- Support to translate skills into business practice
- Collaborations with commercial partners

Customer centricity from the customer's view

Choose and shape the **relationships** with the **right customers**.

- **Who** should we serve?
- **How** long will they stay?
- **What** makes them happy?
- **Why** should we serve them?
- **When** should we target them?
- **When** should we NOT target them?

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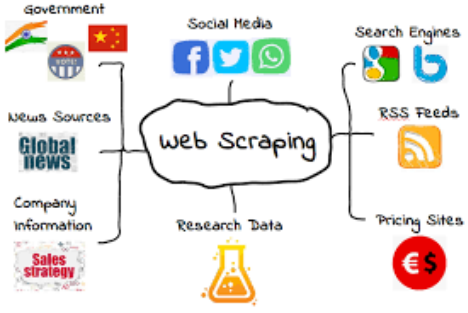
The Electives: Text Analytics for Marketing



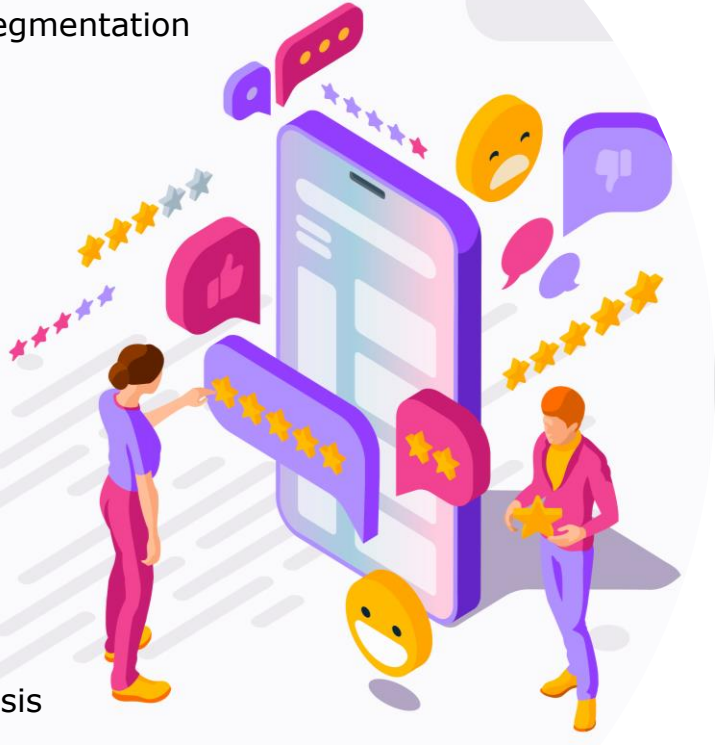
Automatic Segmentation

Feedback Analysis

Big Data – Dimensionality Reduction

Sentiment Analysis

Product Review Comparative Analysis



Summarization

Automatization

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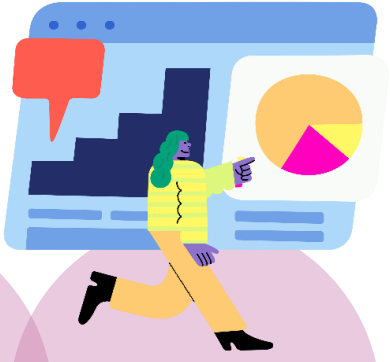
The Electives: Social Media Campaign Management



objectives & KPIs

target groups

competitive analysis

content strategy

tracking and optimizing

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The Electives: A Practical Guide to SEO and SEA Marketing

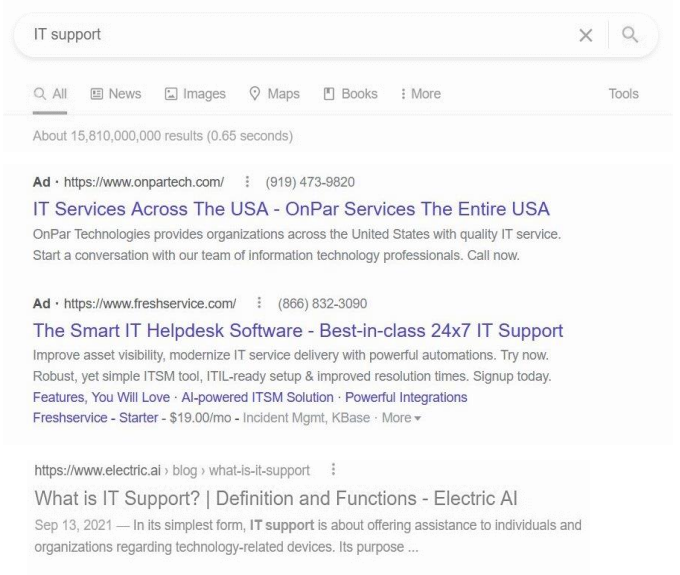
Foundations

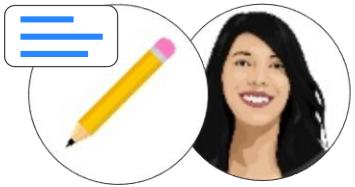
- Technical SEO
- Content generation and optimization
- Ad optimization

Quantitative SEO & SEA Techniques

- KPIs, statistical methods, A/B testing and experimentation
- Analytical machine learning
- Generative machine learning

Practical applications





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The Electives: Growing Companies with Google Ads & Analytics

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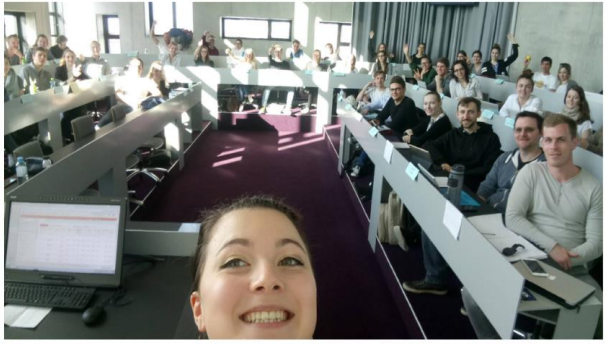
What You'll Discover:

- Up-to-date & practical knowledge about Google Ads campaigns
- How to set up your first campaigns in Google Ads
- Everything you need to know to take the Google Ads Certificate at the end of the course (bonus part of your grade)
- Important basics of Google Analytics
- Insights and tips from running a global marketing agency with 2000+ worldwide clients from many different industries

Google Analytics

ad. ajala digital

Google Partner



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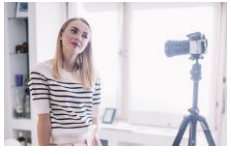
The Electives: Influencer Marketing Campaign Management

In theory…



So…

- What makes people talk?
- How to utilize this?
- How to set up influencer campaigns?
- And integrate them to the marketing mix?

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The Impact

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Corporate Partners:

Spin-Offs & Start-Ups:

Many of our graduates are founders, C-level executives in tech-startups, partners in consulting firms, …:

- Sila Ada (Head of Data Analytics at Payla Financial Services)
- Thomas Haller (Senior Partner at Simon-Kucher & Partners)
- Nicolas March (CEO of Vathos AI Vision for Industrial Robots)
- Michael Platzer (Co-Founder & CSO @ MOSTLY AI)
- Holger Sicking (Head of Research & Data Analytics at Ö-Werbung)

Payla

SIMON • KUCHER & PARTNERS

vathos Agile Robotics

MOSTLY·AI

Österreich Werbung www.austriatourism.com

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The Action

Admission Process:

NEW !!! Get ready for your application NOW … ☺

Step 0	• Obtain information on the program: (a) DM webpage, (b) MCA & IMSM institute sites, (c) ÖH SBWL info & Messe, (d) LinkedIn posts, …	
Step 1	• Register at LPIS for course 1039 „Admission to SBWL: Digital Marketing“ (Nadine Schröder)	**24-08-2022 – 28-08-2022**
Step 2	• Complete submission form and upload documents at learn@wu „Admission to SBWL: Digital Marketing“	**24-08-2022 – 29-08-2022**
Step 4	• We examine your application documents submitted via learn@wu & inform you shortly after regarding your admission using your WU email address	**beginning 05-09-2022**

We look forward to your application and wish you good luck!

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short.wu.ac.at/digitalmarketing
digital.marketing@wu.ac.at

www.wu.ac.at/mca

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