Digital Marketing Analytics and Customer Insight

Data Management and Analytics

Course Overview

Digital Marketing Analytics and Customer Insight: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Digital Marketing Analytics and Customer Insight
- Apply practical tools and techniques for Digital Marketing Analytics and Customer Insight in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Digital Marketing Analytics and Customer Insight in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Setting the scene: Digital Marketing Analytics and Customer Insight in today's organisation
2. Key concepts and the language of Digital Marketing Analytics and Customer Insight
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Digital Marketing Analytics and Customer Insight with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Kampala	**$1,650**
9 to 13 Nov 2026	Durban	**$1,395**
16 to 20 Nov 2026	Accra	**$1,650**
23 to 27 Nov 2026	Online	**$800**
30 Nov to 4 Dec 2026	Lagos	**$1,650**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.