

Marketing

# AI-Driven Marketing Strategy: Leveraging New Technologies to Cultivate Enduring Customer Relationships







Columbia Business School,  
Manhattanville Campus,  
New York City.

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# Overview

In the dynamic world of digital marketing, rapid innovation is reshaping consumer engagement. Over the past decade, from the rise of TikTok to the impact of influencer and Amazon Ads, we now face a new era marked by the rise of GenAI, cookie deprecation, and the rise of retail media and MarTech.

As we face new challenges such as data privacy concerns, regulatory pressures, and the demand for precise analytics, crafting a seamless and effective customer journey has become increasingly complex. The integration of cutting-edge technologies like generative AI and Customer Data Platforms (CDPs) is transforming the landscape, presenting unparalleled opportunities for personalized customer engagement.

AI-Driven Marketing Strategy is a four-day executive education program that focuses on how the new marketing ecosystem works, how to effectively integrate the latest technological innovations such as generative AI, cookie deprecation, retail media and MarTech. How to build marketing strategies that are coherent and adaptable, and how to integrate all relevant marketing tools available now and in the future to build an effective customer growth strategy. Prepare to transform your approach to digital marketing and lead your organization into a future brimming with possibilities.

## Key Benefits

With Columbia Business School’s **AI-Driven Marketing Strategy program**, you will:

- Acquire an integrative digital marketing framework
- Explore the vast Marketing landscape beyond singular generative AI tools
- Seamlessly align growth strategies with the Digital Marketing functions
- Learn how to effectively use the latest generative AI technologies to enhance creativity
- Effectively measure outcomes and allocate budgets
- Learn from faculty who are world leaders in their field and at the forefront of digital marketing strategy
- Build a network of peers from different sectors, cultures, and countries who can provide diverse perspectives and insights

## Participant Profile

The **AI-Driven Marketing Strategy program** is suitable for:

- C-suite executives including CMOs and VPs involved with marketing and long-term growth
- Leaders in charge of data and knowledge management including brand managers, product managers, and CTOs
- Focused team members involved in growth initiatives (e.g., growth hacking teams)



Leveraging  
New Technologies  
to Cultivate  
Enduring Customer  
Relationships





## Program Content

### Customer Acquisition, Retention, and Development in a New Technological Environment

Explore the evolving media landscape reshaped by generative AI and the MarTech industry. Take an in-depth look at the Acquisition, Retention, Development (ARD) Framework, adapting marketing strategies within new regulatory contexts. Gain insights into the latest trends, including cookie deprecation and privacy changes, enhance understanding of consumer decision-making, and discover how to leverage Customer Data Platforms (CDPs) and AI for effective customer retention and development.

- Learn the Customer Acquisition, Retention, Development (ARD) Framework
- Get a deeper understanding of the new media landscape
- Explore the recent years' emerging trends: generative AI, MarTech, cookie deprecation and new privacy rules
- Understand which marketing actions to focus on through Customer Lifetime Value (CLV) sensitivity analysis
- Discover consumers' decision making process and build a decision funnel for your customers
- Explore Retention and Development Technologies with CDPs and AI

### Digital Marketing Channels

The media landscape is a dynamic and multifaceted ecosystem where digital platforms, content creation, data, and technology intersect. Success in digital marketing requires a deep understanding of these elements in order to navigate them and leverage them effectively. Delve deeper into various customer acquisition technologies that you can leverage to reach and engage your target audience more effectively.

- Gain insights into acquisition technologies including display advertising and search advertising - With AI, without Cookies
- Rethink how to incorporate key elements of social media marketing including TikTok, Facebook, Instagram, Twitter, YouTube, LinkedIn, (Virtual) Influencers, and Influencer platforms

### Aligning Customer Management Goals and Digital Marketing Channels

Digital Marketing Strategy is akin to a well-structured map. Your goals are the destinations while the digital marketing channels are the routes leading to them. Aligning the right channels with your objectives ensures you reach your desired outcome. Discover the synergy between your customer-centric goals and the digital marketing avenues that will help you achieve them.

- Understand the different aspects of content marketing
- Retention and development techniques for social, email, content, messaging, and chat

### The Evolving Role of Technology

Every day, digital marketers encounter new developments, from influencers and emerging platforms to novel tools and techniques. Learn how to adeptly strategize in the face of rapid technological changes by crafting a consistent approach that responds to realtime market dynamics, including:

- The impact of Artificial Intelligence (AI)
- Integrating retail platforms
- Incorporating and managing MarTech
- How to effectively use the latest generative AI technologies to enhance creativity
- Explore content marketing using generative AI

### Investment and Budget Management

Successful digital marketing investment involves a strategic approach that revolves around ROI and avoids pitfalls like fraud, erroneous data, and bad analytics.

- Learn to effectively measure outcomes and allocate budgets
- Acquire strategies for more effective ROI analysis
- Understand how to effectively use and interface with an ad agency

### Branding and Marketing Strategy

Branding is at the heart of a digital marketing strategy. A strong brand distinguishes an organization, builds loyalty, and drives success.

- Build digital strategies that balance complementary objectives like long-term branding and short-term sales



# Faculty Co-Directors



**Miklos Sarvary**

Carson Family Professor of Business  
Co-Faculty Director, Media and Technology Program



**Kinshuk Jerath**

Professor of Business  
Marketing  
Columbia Business School

# Building an Effective Digital Marketing Strategy

Without a well-crafted digital marketing strategy, companies risk being invisible to their target audience, losing market share, and falling behind their competitors. Yet, established marketing strategies are continually disrupted as new digital marketing tools emerge daily. A few years ago, TikTok, influencers, ChatGPT, and Amazon Ads didn't exist. Today they are unavoidable. Having a digital marketing strategy that is consistent yet reacts in real time to market situations is critical for businesses of all sizes. An effective digital marketing strategy not only helps get your message out but is a key component in customer management and customer growth.

Scan the QR code to learn more



# Certificate in Business Excellence

## Earn a Certificate

Earn your Certificate in Business Excellence by earning **18 certificate credits** over four years. Create your customized learning path, assembling programs in any or all categories (general management, finance and investing, leadership, strategy and innovation, marketing, digital business, negotiation and decision making, corporate governance, and business and society) and formats (in-person, live online, or online) that will best help you meet your professional development goals.

Upon completion of this program, you will earn **four** credits towards a certificate with select alumni and tuition benefits.

Certificate holders receive select Columbia Business School alumni benefits and join a powerful, global network of over **49,000 alumni**.

As part of our community, you benefit from lifelong networking and professional development opportunities, including invitations to alumni events and programs around the world, a lifetime Columbia Business School forwarding email address, and more.



# Dates & Fees

Date	Cost	CIBE Credits	Format	Location
November 12–15, 2024	\$9,950	4	In Person	Manhattanville, NYC

## Please note:

Please contact us for details about the agenda.

Dates and fees are subject to change.

Preferred pricing is available for groups of two or more. To inquire, email [execed@gsb.columbia.edu](mailto:execed@gsb.columbia.edu)

# Contact Us

If you have questions about the program or are interested in enrolling or sponsoring someone in your organization, please don't hesitate to contact us:

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# Scan & Explore

Digital Marketing Strategy Program





**Columbia Business School**

Executive Education

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