

MARK201

Marketing Analytics & Insights for Care Providers

Utilise analytics to enhance your marketing, make meaningful decisions, and deliver your mission

How do you know your marketing activities are working effectively? And how do you know if your marketing strategy is appropriate for your audience?

There are many sources of data that organisations can utilise to access insights. This information can inform business decisions and marketing strategies. Understanding marketing analytics and insights can help aged care and disability providers improve their market position in a market that is becoming more and more competitive.

Seminar Overview

- Sourcing web and digital marketing data
- Segmenting and organising data
- Identify a range of key metrics
- Discover insights by analysing multiple data sources
- Consider data integrity in the analysis process
- Develop short and long term goals from insights
- Develop reports for Management and Boards

Visit our website for upcoming seminars or
to book an in-house session



Suggested Participants

This program has been developed to enhance the skills of people responsible for marketing, including Marketing and Administration Teams, Managers, and Executive Leaders.

Cost

Webinar

\$299 + GST each

Face-to-Face Inhouse
Sessions available upon
request

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