



 **WSAB**

Web & Social Analytics **Bootcamp**

# PROGRAM

An initiative of:



## **MODULE 1. Adjusting the work environment**

- Base methodology of the web analyst
- Interoperation between different departments within the company
- Winning formulas for internal communication
- Data Visualisation models and business conclusions
- Competitive intelligence

## **MODULE 2. Brand coverage and online reputation**

- Technology available for the measurement of social networks
- Community Manager´s scorecard
- Measuring brand coverage and reputation
- Reporting strategies for online brand management

### **MODULE 3. Measuring acquisition and campaigns**

- Market, competitor, media and keywords analysis
- Unified management of multiple channels
- Assignment of worth between campaigns
- Integration of costs: ROI analysis
- Reporting strategies for acquisition management

### **MODULE 4. Customer Centricity**

- Basic pillars of Customer Centricity
- 360 degree vision of the multiplatform client
- Retention, satisfaction and loyalty
- Multiple channels and lifetime value
- Segmentation techniques
- Reporting strategies

## MODULE 5. Conversion and Content Optimisation

- Information architecture, user profiles and business objectives
- Strategies for the management of audiences and content in online media
- Measurement of audiovisual and mobile content
- Pillars of optimisation in eCommerce environments
- Reporting strategies for conversion and content optimisation

## MODULE 6. Adjusting measurement activities to applicable regulations

- Technical aspects related to the exercise of user rights
- Management of cookies and navigation data in the new community legislative framework
- Comparative law: Do not track initiatives in EU and autoregulation
- Legal considerations for the compilation of data in social and mobile environments



## PRACTICAL CASE: OPEN DISCUSSION

- Measurement strategy
- Analysis proposals
- Reporting strategy
- Monitoring return and change management