



## ■ Key benefits

- Known and respected qualification
- Six months' free access to SAS technology
- Free student membership
- Receive copies of relevant SAS and direct marketing text books
- Access to online resource library.

## ■ For more information

**Tel:** 0845 402 9902

**Email:** [education@suk.sas.com](mailto:education@suk.sas.com)

**Web:** [www.sas.com/uk/education/idm.html](http://www.sas.com/uk/education/idm.html)

# THE INSTITUTE OF DIRECT MARKETING CERTIFICATE IN DIRECT AND DIGITAL MARKETING ANALYTICS

## Overview

In the age of the customer, only the most accurate, sensitively applied customer knowledge and data will be good enough. It is the effective application of direct marketing principles and practice, using the power of SAS® software that will provide the most successful enterprises with their competitive edge.

Combining knowledge of direct marketing skills, hands-on analytical software sessions and many years of experience from marketing practitioners, this course provides both a detailed understanding of direct and digital marketing and the statistical concepts required for sound marketing analysis.

By undertaking this joint offering from the Institute of Direct Marketing (IDM) and SAS, you will gain an internationally recognised qualification, reduce the time spent learning direct marketing and analytical skills and maximise your training budget.

## Assessment and Examination Structure

The Certificate is spread over a period of 34 weeks and includes two individual assessments and two examinations.

## Audience

This qualification has been specifically designed for analysts who are primarily working with marketing data.

The style of this course allows both first time users to SAS, as well as new entrants to the marketing environment to gain skills immediately applicable

in the workplace. The hands-on analytical sessions are undertaken using SAS® Enterprise Guide®.

## Course Topics

### What is Direct and Digital Marketing?

- The key differences and benefits of DDM
- Importance of channel and media neutral planning
- Accountability through measurability
- Increasing customer loyalty and lifetime value.

### Planning, Forecasting and Measurement

- How to construct a good marketing plan
- How to develop strategies and DDM action plans
- What to measure to evaluate your online and offline campaigns
- Key performance indicators on and offline and how to calculate them
- Calculating how much to spend on acquiring a new customer.

### Gaining Customer Insight and Personalisation

- How data can help you understand customers and prospects on and offline
- Creating a single customer view
- Why B2B is different to B2C – corporate to sole traders
- Profiling, segmentation and targeting
- The roles for market research in DDM and different techniques



## Offline Acquisition and Integrated Marketing Communications

- The stages in planning an acquisition campaign
- Identifying your target audience & their buying process
- Roles of different media
- How to get the most out of your campaign budget.

## Planning Digital Campaigns

- The digital landscape and the differences between online and offline
- Generating traffic to your website
- Search & PPC advertising
- Affiliates
- Viral & advertising
- Social media, user generated content and online PR
- Email marketing
- Mobile & SMS communications.

## Customer Engagement, Activation and Retention

- Building customer value through upselling & cross-selling
- Enhancing the customer journey – on and offline
- CRM – what is it, and making it work
- Degrees and types of loyalty & bonding.

## Creative strategy and On and Offline Implementation

- What is a direct marketing proposition and how to develop a strong proposition?
- Creating a great creative brief
- Creating and organising integrated, multi-channel campaigns.

## Campaign Planning and Implementation

- Planning and managing the process
- Testing – what to test and how to build test matrices
- Understanding the statistical principles behind testing to create a valid test
- The increasing concern about privacy and data protection.

## Applying Statistical Concepts using SAS® Enterprise Guide®

- Business problems and statistical solutions
- Testing business questions
- Categorised data – why is it different?
- Continuous variables
- What if our target variable is binary?

## Statistical Practice for Marketing Analysts

- Measurement, risk and uncertainty: using data to make marketing decisions
- Propensity scoring
- Clustering and segmentation
- Overview of other statistical methods used for direct marketing.

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## Costs

The cost of the course is £3,450 plus VAT which includes 11 days of instructor-led tuition, course materials, refreshments and exam fees. An application form is available at:

**[www.sas.com/uk/education/idm.html](http://www.sas.com/uk/education/idm.html)**

## About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.

**[www.sas.com/uk](http://www.sas.com/uk)**

## About the IDM

Since it was founded in 1987, the IDM's agenda has evolved to reflect the extraordinary revolution in business practices brought about by the growth of new media and technologies. The IDM is a not-for-profit organisation, educational trust, membership organisation, and registered charity. It offers events, information, courses and qualifications on every aspect of business and technology.



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