The marketing playbook has been rewritten. As consumers and businesses alike buy products and services differently, the skills and tools you need to reach them are continuously evolving. This new playbook presents both a challenge and an exciting opportunity.

*Digital Marketing Strategies for the Digital Economy* explores the latest emerging commerce and social media technologies, helping you understand and embrace current disruptive innovations in marketing. The program examines today’s myriad tools and channels, which faculty distill into actionable strategies you can start using immediately to engage your customers and gain substantial returns.

**Ana Hory**  
CEO / Founder, Enlucem, a San Francisco-based consultancy that advises start-ups in the cannabis space

> “Marketing has evolved so much in the last 13 years that I felt it was time to get an update. I set out to find a quality executive-level program from a school with a strong reputation for entrepreneurship and analytics and with a thought-leadership faculty. Wharton met all my requirements and was the only school that offered a program focused exclusively on digital marketing at the executive level.

Wharton’s program gave me tools to implement right away in my practice—both on the consulting and advising side, and the business (product) side. For example, it’s not unusual for people to think that digital marketing is SEO, CRM, and email marketing, to name a few. What they forget is that it’s not about your company or your product; it’s about the consumer experience.

The faculty emphasized the importance of understanding the consumer and that a successful Facebook campaign, for example, should not be measured by how many likes you got. Instead, success should be measured against conversion—how many consumers actually purchased your product and had a positive experience. This is how you build lifetime value for your brand.

Having gone through this program at Wharton, I now have the resources to defend and build this understanding with clients and management.

In my opinion, one of the strengths of Silicon Valley is that it attracts talent from different backgrounds and experiences. We had that same diversity at Wharton—with people from different industries and geographic areas, including the Middle East, India, Latin America, and from across the country. This resulted in rich discussions and enhanced learning.

Another aspect of the program that I enjoyed was that the lectures were well-balanced between hard data, real life, and the faculty’s own current examples. I already have recommended this program to others. I would love to see Wharton offer it here in San Francisco. I believe there would be a lot of demand since no other schools offer anything quite like it.”
Experience & Impact

In this program, you will examine the evolution of digital marketing, including changes in both the customer/consumer decision journey and how customers are interacting with businesses and each other. You will then begin exploring at what point on the decision journey it makes sense for you to interact. With that understanding, the right channel will be evident. It is a reversal of the common practice of choosing a channel—whether it is on social media, email, or blogs, for example—and then using it to try to reach your customer.

You will gain insight into today’s greatest marketing challenges: how to offer a cohesive experience both on- and offline, and how to create content that authentically engages your customers, who in turn will create their own content that drives the next generation of customers. Additionally, you will have a tremendous opportunity to interact with Wharton’s top marketing faculty.

The program will leave you with a new proficiency and understanding of the digital economy—and you will return to your workplace equipped with the marketing knowledge and practical applications you need to initiate successful digital marketing that directly affects consumer behavior.
Participant Profile

*Digital Marketing Strategies for the Digital Economy* is for marketing executives and nonmarketers alike who need a deeper understanding of how digital marketing can effectively target customers and activate buying behavior. It is designed to help executives advance their abilities to develop, plan, and execute marketing strategy within the digital economy.

This program will be particularly beneficial to executives in “legacy” companies born before the advent of the digital economy—such as those in pharmaceuticals, financial services, retail, consumer packaged goods, manufacturing, and heavy industry—that need to find effective ways to market their goods and services online.

To further leverage the value and impact of this program, we encourage companies to send cross-functional teams of executives to Wharton. We offer group enrollment benefits to companies sending four or more participants.

Executives both in and out of specific marketing roles in small and midsized organizations, as well as entrepreneurs and start-up founders who are seeking to integrate their business into the digital economy, will gain a better understanding of the digital marketing space and hone their e-commerce and social media proficiencies. Additionally, for executives who work in companies or organizations that have not yet made a strong commitment to or investment in digital marketing but wish to do so, this program will provide an excellent immersion in the relevant marketing tools and tactics that are deployed in effective digital marketing campaigns.

Job titles may include director, VP, SVP, managing director, CMO, and related executive titles in the following areas:

- Web strategy or online strategy development
- Marketing, new media, digital marketing
- Content strategy, content development
- Online marketing
- Social media

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David Bell is the Xinmei Zhang and Yongge Dai Professor at the Wharton School of the University of Pennsylvania. He is the author of *Location Is (Still) Everything*, which explains how and why where we live and work shapes our behavior online. He speaks globally on commerce and digital marketing, and his recent research explains why our online searching and shopping behavior depends to a large extent on where we live and on the circumstances of our physical world. Prior research on retailing topics explains unplanned purchasing and impulse buying, store choice decisions, why shoppers form reference points for price and promotion activities, and the effect of structural factors (e.g., dwelling size) on shopping strategies.

David is an award-winning teacher and researcher who developed Wharton’s first course on digital marketing and electronic commerce. He co-teaches the course *Introduction to Marketing* on Coursera.org to tens of thousands of students worldwide, and from time to time he cohosts the show *Marketing Matters* on Sirius XM.

David received his PhD from the Graduate School of Business at Stanford University, and holds an MS in Statistics, also from Stanford University; an MA (Honorary) from the University of Pennsylvania; and an MCom (1st Class Honors) and BCom from the University of Auckland, New Zealand.
Session Highlights

PRINCIPLES OF THE DIGITAL ECONOMY introduces you to the three key principles of information transparency: online-offline interaction, “non-digital” product attributes, and the mobile economy.

NEW BUSINESS MODELS IN THE DIGITAL ECONOMY outlines how these models overcome, exploit, and transcend the inefficiencies and frictions embedded in the so-called “traditional” economy.

SOCIAL MEDIA: COMMUNICATION VS. MARKETING provides a case study analysis and interactive discussion to explore the role of social media for increasing customer engagement.

NEW FRONTIERS IN MOBILE MARKETING explains the best way to harness the power of mobile data and deliver value to consumers.

DIGITAL ADVERTISING explores the research about the effectiveness of display, search, and social advertising.

PERSONALITY TARGETING IN A DIGITAL WORLD examines how personality targeting enables marketers to understand and meet consumers’ needs on a psychological level.

DIGITAL ANALYTICS provides an overview of web and mobile analytics as well as the use of analytics in online advertising.

REPUTATION AND REVIEWS—ONLINE ADVERTISING illustrates how to implement review systems that work, and introduces some key principles behind the effectiveness of online advertising.

CHALLENGING YOUR CURRENT MINDSET TO CREATE INNOVATIVE SOLUTIONS provides an innovative framework and the most powerful, tangible tools that can be applied to any business challenge across functions (products, services, and strategic planning) to solve real-time business challenges.

DIGITAL CONTAGION: MAKING PRODUCTS AND IDEAS CATCH ON explains what makes products, ideas, and behaviors thrive, and how you can use these insights to make your own products or initiatives succeed.

COMPETITION STRATEGIES FOR MULTISIDED PLATFORMS explores the pricing and differentiation strategies used by platforms such as Airbnb, Match.com, and Ebay; these platforms create value by allowing multiple, distinct groups of consumers to interact with each other.

THE FUTURE OF ADVERTISING discusses the implications and challenges of balancing global and local advertising and shifting toward a model of network orchestration.
## Sample Program Schedule*

*Program start and end times are subject to change.
Please DO NOT make travel arrangements based on this agenda.

### DAY 1
- **Breakfast**
  - Program Introduction and Overview
- **Lunch**
  - Digital Contagion: Making Products and Ideas Catch On
  - Cocktail Reception
- **Dinner**

### DAY 2
- **Breakfast**
  - New Frontiers in Mobile Marketing
- **Lunch**
  - Social Media: Communication vs. Marketing
  - Principles of the Digital Economy
  - Guest Speakers: Benjamin Williams and Pete Borum, Co-Founders: Reelio
- **Dinner**

### DAY 3
- **Breakfast**
  - Competition Strategies for Multisided Platforms
  - New Business Models in the Digital Economy
- **Lunch**
  - Digital Analytics
  - Reputation and Reviews: Online Advertising
- **Dinner**

### DAY 4
- **Breakfast**
  - Social Media: Communication vs. Marketing
  - Personal Targeting in a Digital World
  - Digital Advertising
- **Lunch**
  - Reputation and Reviews: Online Advertising
  - Program Close

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