

Webinar Title: MARKETING 4.0 – DIGITAL TRANSFORMATION OF MARKETING FUNCTION ALIGNED WITH INDUSTRY 4.0

Webinar Type: Free or Paid: PAID

If Paid, Registration Fee (including GST):- Rs 499/- (Rupees Four Hundred Ninety Nine Only) per participant inclusive of GST

Expert Speaker (Name/ Designation):- Mr. Naresh Chawla, Business Excellence Coach and Six Sigma Master Black Belt

Webinar Date: 02.05.2021 Duration: Duration: 11.00 hours to 12.30 hours (one hour thirty minutes)

About Webinar (Brief One para):- Marketing 4.0 aims to use advanced technology, analytics and IIoT in marketing function to strengthen the marketing processes. Due to rapid advances in connectivity, mobility, analytics, scalability and data, under fourth industrial revolution, or Industry 4.0. organisations have digitized marketing process and innovation with the help of the Industrial Internet of Things (IIoT),. This revolution has created entirely new business models through digital transformation of an enterprise.

Marketing 4.0 helps in navigating the increasingly connected world and changing consumer landscape to reach more customers, more effectively. Today's customers have less time and attention to devote to brands—and they are surrounded by alternatives every step of the way. We need to stand up, get their attention, and deliver the message they want to hear.

Marketing 4.0 encompasses the marketplace's shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that will shape tomorrow's consumer; Marketing 4.0 is now becoming imperative for productivity

Fundamentals of marketing even today is same which is enhancing traffic (visibility), conversation of enquiries into orders and creating life time value and winning confidence of customers in our products and services. However means to achieve this has changed. In the recent years, there is a shift from being product centric to customer centric. “We have a product. Now go sell it!” – this used to be the mind-set of the organizations. Today in the era of connectivity, sensors/IoT and big data analytics, marketing functions have new dynamics and learning latest marketing methods is an emerging challenge to remain relevant today in customer centric world. The best example is a shift from normal shoe to personal shoe to smart shoe (IOFIT).

Industry 4.0 tools and technologies helps us to :

- **Gain data-driven insight into the new ways customers are spending and the three driving subcultures: youth, women, and netizens**

- boost productivity by engaging customers at every touch point along their real-world paths through today's digital marketplace
- Redefine customer engagement in the digital era, including human-centric marketing, creating customer conversations, and omnichannel strategies

The webinar will focus on discussing various aspects of transition to Marketing 4.0 and how Industry 4.0 technologies can be used in managing marketing functions digitally.

Webinar Coverage:-

- Shift in marketing strategies - Moving from Traditional to Digital Marketing
- Digital Marketing strategies
- Role of social media in Marketing 4.0
- The New Customer approach- Understanding How People Buy and Driving from Awareness to Advocacy
- Human-Centric Marketing
- Tools and Technologies of Marketing 4.0
- Data driven decision in marketing function
- Industry 4.0 technologies and their application in Market 4.0
- Best digital Marketing Practices

Speaker Profile (Brief One Para & Photograph):- Mr. Naresh Chawla is a business excellence professional and a Lean Six Sigma coach with more than 28 years of experience driving innovation, continuous improvement and performance management in the business organizations to optimize quality, efficiency, cost and customer value. He is a Certified Six Sigma Master Black Belt and has trained more than 400 people in green belts and black belts. He is also a Certified Productivity Practitioner from APO, Japan. He has served with Vardhman Group as Industrial Engineer, as Dy. Director with National Productivity Council, as Corporate Head Quality & Engineering with KDDL Ltd, as General Manager with PTU Nalanda School of TQM & Entrepreneurship and as Visiting Professor with Centre for Total Quality Management with Punjab Engineering College (a deemed University) in the past.



Register to learn (Key Learnings' in bullet points):

- ✓ **Marketing Function in the era of Industry 4.0**
- ✓ **Digital Marketing strategies**
- ✓ **Role of social media in Marketing 4.0**
- ✓ **Data driven decision in marketing function**
- ✓ **Industry 4.0 technologies and their application in Market 4.0**
- ✓ **Best digital Marketing Practices**

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Please Register in advance for this webinar

Thanks and regards

S.P.Singh

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