

# Analytics for Marketing Professionals: Communicating with Analytics

## Course Description

This course will help you understand key methods by which you can communicate the value of analytics throughout your organization: from basic audience analysis to determining key insights to building a compelling case for further analysis.

## Learning Outcomes

After finishing this course, you will be able to:

- Recognize the communication skills you need as an analyst
- Use these skills to determine the right audience for your communications
- Ensure you develop key messages tied to business value
- Recognize how you can present insight, not just data

## Products Covered

Webtrends Analytics On Demand and On Premises through v. 9.2.

## Who Should Attend?

Professionals interested in learning how to use Webtrends Analytics to drive change not just on their web site, but throughout their organization, as well as anyone who wants real-world practice in communicating the value of analytics data.

## Prerequisites

None.

## Availability and Pricing

You may choose to attend a public online course online or schedule a private online class.

- Public: \$600 per participant
- Private Class: Please contact your account manager for pricing.

## Duration

- Online: 4 hours, 9:00 am – 1:00 pm Pacific Time

## Agenda

- The Communication Skills You Need
  - The communication situation
  - Inviting the right audience
  - Creating a key message
  - Starting with “the win”
  - Recognizing the level of detail to provide
  - Data versus insight
- Where to start
  - Picking what to communicate
  - Providing business value
  - Keeping it simple
- Case Studies
  - Expected results – or better than expected
  - It didn’t work –communicating bad news
  - New data
- Conclusion