



London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 28 June 2026 To 02 July 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

Customer-centric marketing is a strategic approach that focuses on creating a positive experience for customers by placing them at the core of your marketing strategy. This 5-day professional course is designed to equip participants with the knowledge and skills necessary to develop and implement customer-centric marketing strategies that drive engagement, loyalty, and business growth.

Objectives

- Understand the principles and importance of customer-centric marketing.
- Identify and analyze customer needs and behaviors.
- Develop strategies for personalized marketing and customer engagement.
- Utilize tools and technologies for effective customer data management.
- Evaluate and measure the impact of customer-centric marketing efforts.

Course Outlines

Day 1: Understanding Customer-Centric Marketing

- Introduction to customer-centric marketing principles.
- The evolution of marketing: From product-centric to customer-centric.
- The role of customer insights in marketing strategies.
- Identifying customer pain points and needs.
- Case studies of successful customer-centric companies.

Day 2: Customer Segmentation and Personas

- The importance of customer segmentation.
- Techniques for segmenting your audience.
- Building detailed customer personas.
- Aligning marketing efforts with customer segments.
- Using customer feedback for segmentation refinement.

Day 3: Personalization and Engagement Strategies

- The role of personalization in customer-centric marketing.
- Data-driven personalization techniques.
- Strategies for enhancing customer engagement.
- Crafting personalized content and messaging.
- Leveraging social media for personalized customer interactions.

Day 4: Tools and Technologies for Customer Data Management

- Overview of customer data management systems.
- Using CRM tools for improved customer relationships.
- Integrating customer data from various sources.
- Data privacy and ethical considerations in customer data usage.
- Real-world applications of data analytics in marketing.

Day 5: Measuring and Evaluating Customer-Centric Marketing

- Key performance indicators for customer-centric strategies.
- Techniques for measuring customer satisfaction and loyalty.
- Analyzing the ROI of customer-centric marketing efforts.
- Continuous improvement through customer feedback.
- Creating a sustainable customer-centric marketing plan.