



2 Day Corporate Training

Skill-Lyft

Marketing Analytics: Insight for Growth

Data is everywhere, but insights drive growth. This 2-day workshop equips marketers with the skills to collect, analyse, and interpret data to make smarter decisions, prove campaign impact, and uncover opportunities. Turn numbers into clear strategies that deliver measurable business results.



WHAT YOU WILL LEARN

- ✓ Collect and organise the right data to answer real business questions
- ✓ Analyse marketing performance across channels and the customer journey
- ✓ Use key metrics and dashboards to track, measure and optimise results
- ✓ Evaluate ROI and attribution to prove the impact of marketing investments
- ✓ Turn insights into actionable strategies that drive growth and competitive advantage



WHO SHOULD ATTEND

- Marketing Managers and Executives
- Digital Marketers and Campaign Managers
- Business Analysts and Data Enthusiasts
- Brand Managers and Product Managers
- Sales and Marketing Teams
- Anyone who wants to make data-driven decisions

LEAD TRAINER



Elizabeth Taylor
Digital Marketing Trainer

Elizabeth Taylor is an experienced business & marketing trainer with over 25 years of expertise in business strategy, training, and execution. She specialises in digital marketing, data-driven strategy and analytics, helping professionals and organisations grow with clarity and measurable results. Her clients include global brands such as Apple, Moët, Novartis and L'Oréal, as well as SMEs across various industries.



AVAILABLE FOR
IN HOUSE TRAINING



HRD CORP CLAIMABLE
subject to employer eligibility
and approval



CUSTOMISABLE TO
YOUR ORGANISATION'S
NEEDS



INTERESTED IN TRAINING YOUR TEAM?

Email hello@skill-lyft.com or WhatsApp +60 11-3613 4122
to request a detailed proposal.