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## Digital Content Date: View Online -- Venue: View Online -- Fee: £5,000

**Overview:**

The course examines digital content & marketing strategy, implementation and executional considerations for BtoB and BtoC brands and provides a detailed understanding of all digital channels and platforms.

The focus of the course is on how to make firms more intelligent in how they conduct business in the digital age. This requires a fundamental understanding of the technologies and platforms that form the backbone of electronic commerce, the ability to govern and leverage large amounts of data that are generated as a by-product of electronic interactions, and sociological norms and individual preferences.

Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation and leadership.

**Objectives**

1. Understand how and why to use digital marketing for multiple goals within a larger marketing  and/or media strategy
2. Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media
3. Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan
4. Learn how to measure digital marketing efforts and calculate ROI
5. Explore the latest digital ad technologies

**How this helps your organisation?**

* Increase efficiency and effectiveness within organisational processes
* Employees attain a deeper theoretical knowledge
* Possess knowledge on the latest international practices
* Effective risk reduction
* Maximise the use of resources.

## How this helps you personally?

* Improves effectiveness and credibility.
* Increased knowledge and deeper understanding
* Improved skill set
* Increased confidence
* Increased recognition within the organisation
* Improved work performance and managerial skills
* Career enhancement

**Course Structure**

**Digital Content Marketing Fundamentals**

* Basics of advertising
* What is digital media?
* Digital Media Vs Traditional Media
* The benefits of digital marketing
* Trends in digital marketing
* Case Study & Videos

**Maximising lifetime value and return on investment (ROI)**

* Understanding where direct and digital marketing fits within a multi-disciplined communication marketplace
* The key principles of targeting, engagement, interaction, control and continuity
* Understanding the impact of using digital and social media
* Recognising the importance of permission marketing
* Understanding the benefits that different digital channels offer and how they can be harnessed for greater impact
* Case Study & Videos

**Planning direct and digital acquisition campaigns**

* The fundamental elements required in planning campaigns, from search engine optimisation to media selection
* The importance of budget in planning campaigns - big and small
* How to set objectives
* The different ways to effectively target audiences
* The importance of integration across all media - From TV, Press, Posters, Inserts and Direct Mail to Online Display Advertising, Emails, Websites, Blogs, Social Media and Online Video
* Case Study & Videos

**Retaining and developing customers**

* The commercial imperative of retaining customers
* How to analyse your customers
* Why social media is so important
* The importance of good service and timing
* Measuring and evaluating your success
* Case Study & Videos

**Creating great, engaging online and offline creative**

* The importance of branding
* The importance of developing brand, contact, communication and creative strategies
* How to develop a strong proposition with the help of customer insights
* Why tone, feel and style are so important
* How to evaluate creative work
* Case Study & Videos

**Course Dates:** Weekly

**Venue:** View Online

**Address:** Radisson Hotel

**Fee:** £5,000