

Digital Marketing Strategy and Marketing



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This interactive and enjoyable one-day course offers delegates a comprehensive insight into digital marketing. The course is designed to give marketers a complete overview of the modern marketing landscape and how it all fits together.

The course provides a springboard for further in-depth learning if required.

This course is run on a bespoke basis, giving you the opportunity to tailor the course to your exact requirements. To provide a starting point, we'd recommend you use the suggested course outline as a guide only.

The course runs from 9.30 am to approximately 4.30 pm.
Duration: 1 day.

An introduction to Digital Marketing

Introducing key digital principles e.g. Agile, test and learn, defining audiences, data etc. and role of digital marketing and impact on traditional marketing mix.

Web Page UX Best Practice

Basic principles for UX, user journeys, information architecture and visual design to help encourage visitors to take actions and generate conversions e.g. lead generation, student applications, taking mobile first approach.

Social Media Marketing

How to grow a following, generating content, engagement principles e.g. influencers/communities, social listening, competitor benchmarking, avoiding disasters.

How to Get the Top of Google

Basic SEO principles, understanding how search engines work including key terminology and Google algorithm changes, copy layout, producing content on a regular basis etc.

Content Marketing

What is content marketing, understanding different types of content such as evergreen, video etc, how to develop a content marketing plan with rich content

tailored to market/audience, how to optimise content for web, improving content with lead nurturing, automation etc.

Attracting New Audiences with Digital Advertising

introductions to PPC principles, Facebook and/or LinkedIn advertising, programmatic advertising, remarketing.

Website Analytics

Basic introduction to analytics, setting KPIs, asking questions of the data, Google Analytics overview, using data to improve.

The Law and Digital Marketing

Overview of best practice data handling, using imagery, the key pieces of legislation, the risks of data breaches.

Putting Your Digital Marketing Plan Together

having clear objectives, defining strategy, building out tactical plan, working with the central team, involving stakeholders, being ambitious whilst recognising what's possible.

“A highly professional company run by knowledgeable, friendly people”

