€ TRAINING

Digital Media and Marketing Strategies

Digital Media and Marketing Strategies

Introduction

Businesses now have an unparalleled and broad collection of tools to reach, engage, watch, and respond to consumers thanks to the rapid growth of digital technology. The gathered and vast amounts of digital data can also be used to better target particular customer groups. This course aims to deepen your comprehension of the fundamental procedures involved in designing a digital marketing campaign and the function played by various digital channels in integrated marketing communication.

Course Objectives

At the end of this course the participants will be able to:

- Use a comprehensive and integrated planning strategy for digital marketing.
- Create a strategic approach to content marketing with a purpose to meet your marketing and business objectives.
- Use a strategic combination of owned, earned, paid, and shared media channels to find, connect with, and engage your target audience.
- Analyze social media platforms' contributions to viral and influencer marketing initiatives critically.
- Assess and gauge the effectiveness of digital marketing initiatives.
- Recognize and control hazards related to digital marketing.

Targeted Audience

- Social Media Managers
- Marketing managers
- Anyone interested in the media revolution

Course Outline

Unit 1: Setting Goals and Preparing Your Digital Assets

- strategically align business and marketing goals
- evaluate and prepare your digital assets for launching a digital campaign

Unit 2: Online and Video Marketing

- considerations in managing online advertising
- search optimization
- content-based marketing
- CRM

Unit 3: Social and Email Marketing

- audiences on social channels
- social media strategy creation and execution
- plan and execute an email campaign

- effective campaign measurement

Unit 4: Putting It All Together for Your Digital Plan

- appropriate KPIs and metrics
- challenges and pitfalls in digital marketing

Unit 5:

- Revision
- Workshop