

Strategic Digital Marketing Mastery

Duration: 5 Days

Language: en

Course Code: PM1-118

Objective

Upon completion of this course, participants will be able to:

- Understand the fundamental concepts and principles of strategic digital marketing.
- Develop and implement effective digital marketing strategies.
- Utilise various digital channels, including social media, SEO, PPC, and email marketing, to reach target audiences.
- Analyse and interpret digital marketing data to make informed decisions.
- Enhance customer engagement and experience through personalised digital marketing efforts.
- Stay updated with the latest trends and innovations in digital marketing.

Audience

This course is intended for:

- Marketing professionals looking to enhance their digital marketing skills
- Business owners aiming to boost their online presence
- Entrepreneurs seeking to leverage digital channels for business growth
- Anyone interested in mastering the art of digital marketing

Training Methodology

This course employs a blend of interactive lectures, case studies, hands-on exercises, and group discussions to ensure a thorough understanding of strategic digital marketing. Participants will engage in real-world projects to apply their knowledge and gain practical experience.

Summary

In today's digital era, businesses must harness the power of strategic digital marketing to stay ahead of the competition. This comprehensive course equips marketing professionals with the skills and knowledge to create, implement, and optimise digital marketing strategies that drive business success. Through theoretical insights and practical applications,

participants will gain a deep understanding of the digital marketing landscape and learn how to leverage various digital channels effectively.

Course Content & Outline

Section 1: Introduction to Strategic Digital Marketing

- Overview of digital marketing
- Importance of strategic planning
- Key components of a digital marketing strategy

Section 2: Digital Marketing Channels

- Social media marketing
    - Platforms and their uses
    - Creating engaging content
    - Social media advertising
- Search Engine Optimisation (SEO)
    - On-page and off-page SEO techniques
    - Keyword research and optimisation
    - Tracking and analysing SEO performance
- Pay-Per-Click (PPC) Advertising
    - Understanding PPC campaigns
    - Setting up and managing PPC ads
    - Analysing PPC performance metrics
- Email Marketing
    - Crafting effective email campaigns
    - List segmentation and personalisation
    - Measuring Email Marketing Success

Section 3: Data-Driven Decision Making

- Importance of data in digital marketing
- Tools and techniques for data collection and analysis
- Interpreting digital marketing metrics
- Making informed marketing decisions based on data

Section 4: Enhancing Customer Engagement

- Understanding customer behaviour
- Personalisation and customer segmentation
- Creating a seamless customer journey
- Utilising customer feedback for improvement

Section 5: Staying Ahead of Digital Trends

- Current trends and future predictions in digital marketing
- Innovations in digital tools and technologies
- Adapting to changes in the digital landscape

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

IT & Computer Application, Media and Marketing

Tags

digital marketing, Social Media, SEO, Search Engine Optimisation

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