

Implementing Digital Marketing Workshop

OVERVIEW

Course duration: 2 days.

This course is designed for all those who need to implement the digital marketing plan for their organisation. This workshop approach means a very hands on course which will get into the practical aspects of the day to day running of a digital marketing plan.

You will need to know the language and the technical implications of the plan you are implementing and be able to integrate the different aspects of the plan. This course is to demystify all those jargon words and the jungle of technology to enable you to do your digital marketing more effectively.

IS IT RIGHT FOR ME?

Suitable for all those involved in implementing the digital marketing strategy either personally or through managing agencies and digital 'experts'.

WHAT WILL I LEARN?

By the end of this course you will be able to:

- Create a digital marketing strategy.
- Review a web site
- Construct an email campaign.
- Understand search engine optimisation.
- Plan and implement a PPC campaign.
- Improve your search engine ranking.
- Implement a blog campaign.
- Start using social media.
- Implement and measure a social media campaign.

WHAT WILL IT COVER?

Creating a digital marketing strategy

- What it is capable of achieving
- Integrating with the marketing and communication strategy

Setting up the digital infrastructure

- Web site development
- Social media
- Email campaign management
- The rules of ecommerce
- E-bulletins and newsletters
- The role of extranets

Search Engine Optimisation

- The rules of SEO
- Getting top billing
- Improving and maintaining your ranking

Pay Per Click Campaigns

- Setting up and managing the process

Email marketing

- Building the database / selecting the audience
- Setting up the campaign
- Frequency and content
- Writing compelling emails

Blogs

- Setting up a blog
- Attracting and retaining followers

Social Media

- Planning your social media campaign
- Establishing a profile on Facebook or LinkedIn
- Using Twitter to reinforce brand messages

Social media engagement and CRM

- Integrating your social media platforms
- Building relationships on social media
- Advertising on social media

Viral marketing

- The pros and cons
- Using viral to build rapport

The metrics of digital marketing

- Putting in place the measurements
- Learning from what works and what doesn't