

Programme

Digital + Social Marketing.

Designed for companies seeking to discover, attract, and effectively manage new customers by implementing cutting-edge digital strategies, tactics, campaigns.

What we cover.

The Digital and Social Marketing course is an exciting and comprehensive experience that is specifically tailored for companies aiming to excel in finding, winning, and managing new customers using powerful digital strategies, tactics, campaigns, and toolkits/templates.

In today's fast-paced digital landscape, businesses need to leverage the full potential of digital and social platforms to drive their marketing efforts. This course equips participants with the knowledge and skills to navigate this dynamic environment and capitalise on the latest trends and tools available.

Throughout the course, participants will delve into a range of topics, including digital marketing fundamentals, social media marketing, search engine optimisation (SEO), content marketing, email marketing, online advertising, analytics, and more. They will learn how to develop and execute effective digital marketing strategies, create engaging content, optimize campaigns for maximum impact, and measure and analyse performance to drive continuous improvement.

Participants will also gain practical insights into best practices and industry case studies, allowing them to understand the strategies employed by successful companies. Additionally, they will have the opportunity to apply their learnings through hands-on exercises and projects, where they can develop real-world digital marketing campaigns and leverage industry-standard toolkits and templates.

By the end of the course, participants will have the skills and confidence to leverage digital and social marketing channels to their full potential. Whether in B2B or B2C environments, this program empowers participants to drive brand awareness, reach and engage their target audience, and achieve their business objectives in the digital realm.

Who is it for?

The digital and social marketing course is designed for sales and marketing professionals and company founders aiming to leverage digital for enhanced marketing and sales effectiveness.

Duration & Delivery Format.

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

Course Topics.

Module 1: Introduction to Digital and Social Marketing

- Evolution of digital marketing and its impact
- Role of social media in modern marketing strategies
- Overview of key digital platforms and trends

Module 2: Building a Digital Presence

- Website design and optimisation
- Search engine optimization (SEO) fundamentals
- User experience (UX) and mobile optimization

Module 3: Content Strategy and Creation

- Crafting compelling digital content
- Visual storytelling and multimedia content
- Content calendar planning and management

Module 4: Social Media Strategy Development

- Identifying target audiences and personas
- Selecting appropriate social media platforms
- Setting SMART goals for social campaigns

Module 5: Social Media Advertising

- Paid advertising on major social platforms
- Ad formats, targeting, and budgeting
- Analysing ad performance and optimising campaigns

Module 6: Influencer Marketing

- Leveraging influencers for brand promotion
- Identifying and collaborating with influencers
- Measuring influencer campaign impact

Module 7: Email Marketing and Automation

- Building effective email lists
- Designing engaging email campaigns
- Implementing marketing automation tools

Module 8: Analytics and Data-driven Insights

- Importance of data in digital marketing
- Tracking and analysing website and social media metrics
- Using insights to refine marketing strategies

Module 9: Search Engine Marketing (SEM)

- Introduction to paid search advertising (PPC)
- Keyword research and ad copywriting
- Managing and optimizing SEM campaigns

Module 10: E-commerce and Conversion Optimisation

- Strategies for selling products/services online
- Designing high-converting landing pages
- A/B testing and optimization techniques

Module 11: Social Media Engagement and Community Management

- Fostering online communities and engagement
- Responding to customer feedback and inquiries
- Crisis management in the digital space

Module 12: Emerging Trends in Digital Marketing

- Voice search and AI-driven marketing
- Video marketing and live streaming
- Social responsibility and purpose-driven marketing

Assessment Methods.

- Quizzes and assessments after each module to gauge understanding
- Group projects for crafting digital and social plans
- Case studies analysing successful and unsuccessful digital approaches

Further information:

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