



## Workshop Overview

This workshop focuses on the importance of a customer driven approach to digital marketing. The intensive three-day workshop will allow participants to build an effective digital marketing strategy, plan and/or campaign. Participants will be taught about industry best practice and getting excellent returns from digital marketing campaigns. Ongoing monitoring and improving of campaigns will also be taught to ensure participants can effectively enhance the efficiency of their plans.



## Benefits

By attending this three-day advanced digital marketing programme delegates will become equipped in and learn advanced digital marketing technique. They will understand the practical and proven strategies to lead generation and have the confidence and ability to apply a digital marketing framework and plan for their business.

## Outcomes & Content

- ✓ Current strategy audit
- ✓ Understanding and applying SEO
- ✓ PPC and Google analytics tools
- ✓ Application of social media marketing
- ✓ Affiliate marketing
- ✓ Advertising online
- ✓ Audience analysis and targeting
- ✓ Email marketing
- ✓ Website content optimization
- ✓ Developing or improving an existing strategy



## Who should attend ?

This hands-on workshop is perfect for professionals working in all sectors. Anyone working with or on the day-to-day management of the digital strategy of an organisation will benefit greatly from the workshop.

