



## Workshop Overview

The best means of communications with audiences and customers is subject to frequent change in this digital age. An organisation must understand the customer journey from start to finish and improve their experience at each step of the process. The latest digital marketing tools and technologies must be used for organisations to drive growth and win customers.



## Benefits

This course will equip participants with a strong grasp on the latest marketing tools including: email, blogging, mobile, podcasts, social and new media. You will also gain general knowledge around best practice in the marketing field.

## Outcomes & Content

- ✓ The digital landscape and disruption
- ✓ The new digital marketing sphere
- ✓ The essentials of digital marketing
- ✓ Data analysis
- ✓ Customer focus
- ✓ Content for SEO
- ✓ Ranking content
- ✓ Social media
- ✓ How to create a digital marketing plan
- ✓ Objectives and goals
- ✓ Strategy
- ✓ Monitoring: data, information and metrics



## Who should attend ?

This course is designed for marketers or those working in associated functions. Those who are new to marketing or want to increase their knowledge in digital marketing should attend.

