



Workshop Overview

Managing digital marketing will often require new skills, staff or technologies to build digital confidence and capabilities. This workshop will help marketers build upon their existence knowledge and experience of digital marketing and provide a framework for reviewing and improving your current digital strategy. You will also take away practical advice and have developed a clearer strategic focus and a better strategic approach to achieving your organisation's online objective.



Benefits

You'll leave with greater confidence about reviewing the options for incorporating digital tools within your marketing strategy and campaign activities. Your business can then be sure that it's adopting and developing a structured approach to leverage digital communications technologies.



Who should attend ?

This course is applicable for those who have a working knowledge of digital marketing practices and have responsibilities for communications or manage a team who contribute to the communications strategy.

Outcomes & Content

- ✓ Evaluate the impact of digital efforts
- ✓ Strategy, planning and budgeting
- ✓ Establish direction and set objectives
- ✓ Evaluate and select all digital resources
- ✓ Develop an integrated approach
- ✓ Identify KPIs
- ✓ Measure, revise and optimise

