

the **marketors**





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 workshop is designed to take you through all aspects of search and lead to a better understanding of the discipline, equipping you with the right tools, knowledge and confidence in dealing with this ever-evolving area. This workshop encompasses both the one day advanced PPC and SEO workshops.

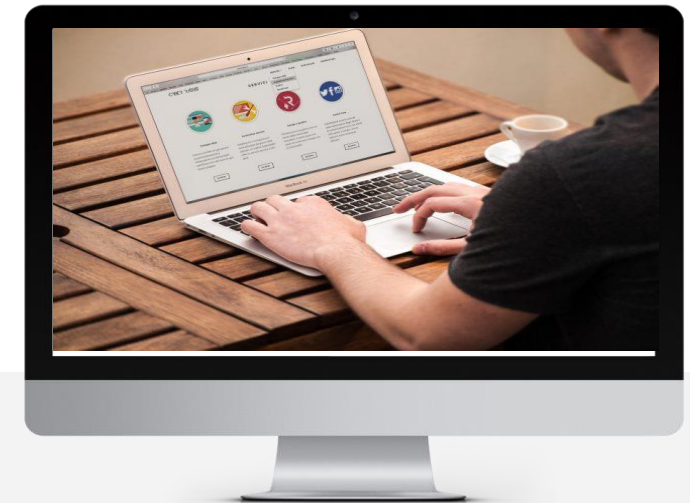
Outcomes & Content

- ✓ The digital landscape
- ✓ SEM, SEO and PPC explained
- ✓ How PPC works
- ✓ Reputation and redirection
- ✓ Keyword research, Key phrase development
- ✓ Campaigns & Ads best practice review
- ✓ Google AdWords campaign fundamentals
- ✓ How to plan a content marketing strategy
- ✓ The importance of links
- ✓ Social Media and integration
- ✓ Link building through social networking
- ✓ PPC for search across other platforms and media



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.



ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

Languages



250

Trainers



180

Courses





RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



Global Reach

Flexible and diverse trainer pool



People Transformation

Behavioural change experts



Business Impact

Propelling people's performance



Bespoke Solutions

Made to measure learning.

OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart
Insights

The Marketing &
Leadership Academy
Aspire to Inspire

Circus Street™



WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
 - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
 - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
 - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
-



the marketors

CONTACT US



info@themarketors.com
+44 (0) 203 004 9638
415 Exmouth House | Pine Street | London

Stay Connected

@themarketors 

@themarketors 

/themarketors 