

Course: **Digital Marketing Strategy**

Contact Hours: **20**

Pre-requisite: **None**

Abstract

This programme will provide participants with the framework and tools to help them to create a digital marketing strategy for their own organisation. Participants will be taken through the steps of the digital planning framework as well as be introduced to some of the tools that can be used to create a strategy. This programme will also provide guidance to participants on the type of analytics that can be used to measure ROI of digital campaigns.

Target Audience

The programme will assist marketing personnel or small business entrepreneurs interested in developing a digital strategy.

Learning Outcomes

On completion of this course, learners will be able to:

1. Understand the elements of the digital marketing plan
2. Understand the basics of the digital marketing tool kit
3. Develop a digital marketing strategy, objectives and measurement plan

Course Content

- Defining Digital Marketing
- SOSTAC & RACE Framework
- Analysing the Digital Marketing Environment
- Setting Digital Marketing Objectives
- Digital Marketing Tools
 - Web Content and Design
 - Email Marketing

- Social Media
 - Search Marketing
 - SMS
 - Online PR
- Analytics and Conversion funnels