GLOBAL LEARNING INSTITUTE

Course: Building a Digital Brand

Guided Learning Hours: 10

Pre-requisite: None

Abstract

This programme gives participants the foundation required to develop and implement digital branding strategies to assist in leveraging digital savvy customers. Participants will get an understanding of the structure and considerations for brand strategy building in a digital landscape.

This workshop will cover the various digital marketing tools and the brand strategy consideration for each of the tools.

The programme takes the form of ten hours of training, segmented into four modules, with each module being 2.5 hours long. This workshop will have a series of practical exercises that participants are expected to complete in order to demonstrate understanding of the subject matter.

At the end of the programme, workshop participants are expected to understand the structure to be used to build their digital brands.

Target Audience

The course is designed for marketing professionals who are trying to bridge brand strategy with digital strategy; small business owners; communications professionals who are trying to develop a framework to digitise their brands.

Learning outcomes

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

1. Understand the tools available for building a digital brand
2. Understand the framework for creating a digital brand
3. Learn tips to help deal with negative feedback and criticism online

Course Content

Four Modules

1. Introduction to Digital Marketing and Branding
    a. Understanding brand strategy
    b. Key digital marketing platforms
    c. Identifying the audiences
2. Building the digital brand
    a. Creating brand focused messaging
    b. Developing your content strategy
    c. Integration with the corporate and traditional brands
3. Developing the Communication strategy
    a. Use of the various tools
    b. Communication methods and strategies
    c. Building trust
4. Strategy review and adjustment
    a. Feedback and monitoring tools
    b. Frequency of feedback
    c. How to adjust strategy

Assessment Criteria

Learning Outcome	Demonstrated by:
1. Understand the tools available for building a digital brand	Learners must demonstrate understanding by initiating a plan for their/ a brand
2. Understand the framework for creating a digital brand	Learners must produce a personal action plan for the next steps to be taken to digitize the brand
3. Learn tips to help deal with negative feedback and criticism online	Learners must demonstrate understanding by developing strategies to treat with hypothetical negative situations

Essential Learning Resources:
SBCS learning materials