



Day of Digital Training

■ Description

Mosaic's 'Day of Digital' training course has been designed to help you develop your organisation's digital marketing strategy.

Led by trainer Karen Ainley, who has an MSc in Digital Marketing, this bespoke course is tailored to your own organisation's requirements and presents you with an opportunity to review and refresh your own approach to digital marketing, whatever stage you are at.

By the end of the day, you will have a structure for your digital marketing plan, integrating with any wider integrated marketing plan of action. The course covers a wide range of disciplines, focusing predominantly on the tactics that will help you to drive your business forward – including search engine marketing, content marketing and social media. Plus it will identify measures of success and resources required.

You will receive a PDF copy of the course and will undertake exercises throughout the day. The course is designed for marketing managers or digital marketing specialists who would like an insight into the bigger picture. Access to your Google Analytics and any current marketing strategy and reports would be beneficial.

■ Course Programme

MORNING

Introduction to digital marketing

- Setting the scene – current trends
- Where digital strategy fits in
- The SOSTAC framework
- Situation analysis: SWOT, internal capabilities, competitors, market

Understanding your audience

- Customer persona development, segmentation and targeting
- Customer journey and behaviour
- Setting SMART objectives and KPIs
- Using the RACE framework

Search engine marketing

- Organic SEO, on and off page techniques, keyword research
- Pay Per Click – Google Ads
- Google Analytics
- Landing page conversion rate optimisation

Mosaic Media Training

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AFTERNOON

Content marketing

- What is it, why use it, impact of content marketing on SEO
- How does content marketing drive engagement and conversions
- How can you undertake this with a limited resource

Social media marketing

- Social media strategy and management
- Social beyond Facebook and Twitter
- Social media crisis comms – how to monitor, react and diffuse

Measuring & monitoring

- Measuring success
- Tools for evaluation and reporting
- Using the data to drive improvements
- Resources required for your digital strategy
- Legal and policy matters

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