



Digital Marketing Strategy Training

▪ Overview

Our course has been specially 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 offers you the 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, fully integrated to your other marketing activity. 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.

▪ Programme

- Introduction to strategic communications
- Situation analysis – where are you now
- Aims and objectives – where do you want to be
 - Goals
 - Who are you speaking to and what are you saying (customer persona development)

Cont....

- Tactics – How are we going to reach those audiences using:
 - Optimising your online presence – search engine optimisation (SEO) and business listings
 - Website
 - Content marketing, including blogging and videos
 - Social media - Facebook, Twitter and Instagram – including boosted posts
 - Creating videos using your smartphone
 - Other
 - Creating a digital marketing plan

- Measurement and evaluation
 - What does success look like

- Costs – budgeting

Mosaic Media Training

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