

Digital Advertising, Social Media and Content Strategies Course



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Duration

Four teaching days

Overview

This CIM Recognised Programme in Digital Advertising, Social Media and Content Strategies Course will help you transform your organisation's digital presence, increase engagement and keep up to date with the latest trends in digital media and marketing within a constantly evolving digital landscape.

This programme aims to bring fresh thinking into your digital marketing and social media presence through cutting edge industry methods. Staying relevant in the digital age means embracing innovation and adapting to change. The Digital Advertising, Social Media and Content Strategies Programme focuses on the latest trends, strategies, and technologies that are reshaping the digital marketing landscape.

Participants will explore a wide range of topics, from building strong brands and producing effective strategies to mastering digital acquisition, conversion, and retention. Social media strategies will be dissected, and participants will uncover the secrets to crafting compelling content and engaging with your audience across multiple platforms. The course will explore how new technologies such as AI and digital platforms are shaping the future of digital marketing and advertising.

Participants will be empowered to think both strategically and tactically. The course equips participants with the essential tools to not only conceptualise winning digital strategies but also to execute them and deliver better results. Whether leading a team, managing an organisation, or collaborating with partners, participants will build the knowledge and skills to make informed decisions and drive digital results.

The aim of the programme is to bring digital marketing and social media to life through modern marketing industry methods. The course will look at building brands and marketing strategies, digital marketing acquisition, conversion and retention, social media strategies and much more.

Who is this course for

This course is for anyone that works in marketing or those would like to develop their knowledge and understanding of digital marketing and the digital advertising landscape.

Benefits

This course is for you if you want to:

- Understand the digital environment, emerging themes and current trends
- Learn how to plan, implement and develop a digital marketing strategy
- Learn how to effectively measure and evaluate
- Understand SEO and PPC and the associated Google tools
- Learn how to utilise social media and content marketing
- To develop a working understanding of Google Ads and how it can become a benefit to your marketing efforts

Learning Outcomes

On completion of this programme, you will:

- Be able to demonstrate a solid understanding of what digital marketing covers
- Understand the impact of the disruptive digital environment, emerging themes and current trends
- Learn how to effectively measure and evaluate
- Learn how to plan, implement and develop strategy
- Be able to create and understand the buyer persona, agile marketing and audience analysis
- Hold a thorough understanding of the various digital marketing models
- Possess knowledge of digital marketing tools and tactics
- Understand search marketing – SEO, PPC and using Google Ads
- Understand content marketing; mobile and video
- Understand the Role of AI in Digital Marketing

Qualification

Whilst this programme is not linked to a formal qualification, it will contribute to delegate's ongoing personal and professional development.

Agenda

Session One: Digital Strategy - Building an Online Brand that Stands out from the Crowd

Key themes include:

- Adapting your strategy to accommodate the digital world
- Emerging digital themes and trends
- Building brands, personas and brand archetypes and how they can change across online and traditional marketing channels
- Digital marketing strategies and the marketing mix

Session Two: Campaign Planning - How to Acquire, Convert, and Retain your Ideal Customers through Digital Marketing

Key themes include:

- Customer process in a digital world
- Digital campaigns and planning
- Profiling, segmentation and targeting
- Customer journey mapping
- Measuring brand awareness
- Creating a content marketing strategy

Session Three: Social Media Marketing: Platform Management, Strategic Planning, and Content Creation

Key themes include:

- Social and digital media's impact and importance in your business
- Exploring existing and emerging forms of social media
- Social Media Advertising; how and why
- Strategies and techniques to encourage user engagement and internal thought leadership
- Social media content distribution best practices
- The power of influencers across B2B and B2C communities
- Industry standard tools to manage asset creation across social media
- Content Creation with AI-generated Text and Images

Session Four: Digital Advertising: How to Reach Your Extended Audience Through Digital Advertising, SEO and AI Tools

Key themes include:

- The Role of AI in advertising and analytics
- Best practices for websites and landing page creation and management
- The creation and implementation of Google Ads
- Exploring the foundations of Google Analytics
- The foundations of SEO
- The future of digital marketing/emerging marketing

Tutors

Matt Eld

Matt is an expert in marketing strategy and business transformation. He is a senior leader with over 25 years' experience of improving and growing businesses, gained from a variety of senior management roles. Matt has held managing director and director posts in a FTSE 250 organisation, marketing and communications agency and as a business owner. A Chartered Institute of Marketing (CIM) marketer by background, Matt has amassed a wealth of commercial transformation and marketing communications experience. He is an accomplished communicator and is skilled at operating at all levels of the organisation, analysing and quickly establishing business challenges and developing sustainable solutions. He has strong influencing and negotiation skills and can drive transformation change to success with authority and a clear vision. His broad range of experience covers multiple disciplines including marketing, communications and crisis management, commercial development, change management, organisational development, IT and technology deployment, project management and business improvement.

Matt is a director-level project and transformation professional with demonstrated ability to create and translate strategy into measured operational performance improvement. He has extensive experience in marketing, customer acquisition, project management, organisational redesign and commercialisation, which he has gained across direct and agency environments in higher and further education, media and publishing, and local government sectors. He is an accomplished leader and influencer from the boardroom to front line teams across multiple locations.

Julie Hall

Julie Hall is a digital leadership and marketing consultant with around two decades of experience.

She is an experienced trainer in marketing, digital leadership and transformation and has worked with the Ministry of Justice, Barclays, The Careers and Enterprise Company and Google.

She has trained and consulted with hundreds of organisations and individuals to support them with their digital projects. She is the managing director of Springmedia, a digital agency based in Surrey and The School of Marketing which mentors and supports businesses large and small with their digital marketing initiatives.

Julie believes that digital leadership is not just about technology, it is about working with your people, creating the right culture and developing mindsets across teams and people. It is collaborative, creative and about building capability during a time of uncertainty and change.

Tutors

Rian Bailey-Weir

After completing an MSc in Digital Marketing, where he researched the relationship between social media and brand engagement, Rian now leads the strategy and delivery of social media and digital marketing campaigns for one of Liverpool's most renowned communications agencies.

Working with a range of B2B and B2C clients, Rian specialises in formulating strategic social media and digital advertising campaigns with a strong focus on visual and written content. His work concentrates on successfully improving brand perception, creating strategic content and increasing stakeholder engagement. Rian has successfully managed campaigns for a number of organisations such as Transport for the North, The City of Liverpool College, St Johns Shopping Centre and Peel: Wirral Waters – along with running the day-to-day engagement and communications for over 25 platforms.

Bill Faust

Bill is a guest speaker at leading global business schools including Sheffield (UK), EDHEC (FR) IMD (CH), Queensland University (AUS), Oxford Brookes (UK), Rotterdam School of Management (NL) MIT (USA), London Business School (UK) to mention a few.

He has delivered Tedx Talk on Disrupting Disruption at EDHEC Business School in Lille March 2018 and three Henry Stewart Talks: Disruption and How to Change, The Director as a Technology Advocate: Why? and How to structure a Presentation

He is a keynote speaker and he was asked by Fiat Chrysler Automotive to headline their annual conference on Disruption and Cambiamento (Change) delivered in Italian and English.

Bill spent his corporate career in the international communications industry Bates Dorlands, DMB&B and CIA advertising companies where he was lucky enough to live and work in London, Paris, Sydney and New York working with clients including BT, Campbell's, Mars, Alfa Romeo, then worked as the Marketing Director UK and Europe for GE Insurance Holdings.

He is the co-author of the international best seller Pitch Yourself 2nd edition published by Pearson. Demonstrating apply marketing principles to the recruitment process). Pitch Yourself is published in 67 countries and has been translated in numerous languages including the big four: English, Spanish, French and Chinese.

Nebula Norman

Nebula Norman is a senior marketer with almost 20 years' experience building and leading marketing teams across industries including retail, FMCG, finance and the public sector. Her expertise covers the breadth of the marketing mix, with a focus on digital marketing and social media. She has a track record of leading organisations through change and successfully translating strategic priorities and business objectives, into compelling campaigns that hit commercial targets.

