



In-Class

# Actionable Digital and Social Media Marketing

Price

\$750

Duration

2-Days

Level

Open-entry



Web Course Page



## → About this Course

Covid-19 has changed our world completely. Whether you're a local organization or global company, being digital first and succeeding online has never been more important. Are you ready? If it's time to upskill or finetune your digital marketing skills, this course is for you! Combining theory and hands-on exercises, this course will help you build a solid foundation to plan and execute digital campaigns across channels. Over 2 days you will:

- Understand the digital marketing landscape of today and how it's changing;
- Debunk commonly held digital marketing myths;
- Discover how to define your goals and target audience to design communications that work;
- Learn how to choose the right channels and tactics;
- Understand how to create content that converts;
- Uncover how to measure success and which metrics to track;

### What are the key takeaways I can readily apply?



**Develop a good understanding of digital marketing today, why it matters and how it's changing**



**Get a solid foundation to effectively plan and execute digital campaigns across channels**



**Implement your digital marketing ideas and support your organisation's goals**



**Be able to identify which channels to use and why**

...and more.

## → Who is this course for

Aimed at participants within B2B and B2C organisations, with a desire to better understand digital marketing, its processes and components, and how to evaluate performance.



### Marielle Reussink

A founder of a marketing company focused on helping businesses achieve their goals. Combining her passion for marketing and communications with strategic consultancy, she has worked with major companies such as ExxonMobil, Unilever, EY, GE, Danone, OCBC etc, as well as over 100 founders and start-ups across various projects of local, regional and global scale.

Marielle completed her Master's Degree in Management in the Creative Industries in London at the University of Kingston and holds a Bachelor's in Strategy from the University of Stellenbosch, South Africa.

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## → Day 1

### **The state of digital marketing today**

Participants will learn about the role digital marketing plays today and why it matters for brands to be online. We will also review how digital has evolved and debunk commonly held myths.

### **Digital marketing strategy**

Participants will be introduced to the process of developing a digital marketing strategy step-by-step.

### **Defining your objectives**

Participants will be introduced to the marketing funnel and how it is used in planning digital communications. They will also learn how to use it as a tool to identify their objectives and Key Performance Indicators (KPIs).

### **Defining your target audience**

Participants will learn why knowing their audience matters and how to create a useful persona for both B2C and B2B businesses.

### **Identifying the right channels**

Participants will learn about the different channels available, their role in the marketing mix versus offline, their strengths and weaknesses, how they can be leveraged to address challenges in the marketing funnel, how to use them to reach specific target audiences and design a channel strategy.

## → Day 2

### **Creating great content**

Learn what defines great content, why it matters even more in the age of social media and digital and how to create it. As part of this you will review different examples from across industries to identify best practices and develop their own strategies.

### **Creating a content strategy**

Participants will learn how to create and use digital marketing planning tools, such as a content plan and content strategy, as part of their day-to-day marketing operations and strategic long-term planning.

### **Implementing your strategy**

Participants will learn how to set up effective processes and resources to manage their digital marketing and what to look out for to ensure quality communications.

### **Measuring Success**

Participants will learn about the Key Performance Indicators (KPIs) used to track performance in digital and what they can expect from different channels, referring to industry benchmarks.

### **Putting new skills into practice**

Looking at a case study, participants will put their new learnt skills into action by using strategic planning tools to create an effective marketing campaign fit for a digital first world.

## → Method of learning

- Mini-lectures
- Quizzes
- Various Individual and Group exercises
- Q&A

## → Any Prerequisites?

None.





We look forward to hearing from you.

Register



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**The facilitator is extremely insightful. Marielle helps you discover opportunities no matter what stage your company is.**



**Constance Tan, CEO AIMLedge**



**Quite practical tips on marketing, good exercises and handouts.**

**Danielle Lin, Strategist & Marketer at Janio**

