

# Digital Marketing and Social Media

## Introduction

Social media is a powerful marketing tool; but knowing how to use it to achieve your marketing goals can be a challenge. Creating engaging, effective strategies and content tailored to specific audiences can help you succeed with your digital marketing efforts. Achieve better brand awareness, improved customer service, deeper engagement, broader reach, and greater advocacy. You will also learn to manage your reputation, win and nurture customers and get measurable results.

This course will help you create a marketing strategy and turn it into a measurable and profitable tactical action plan that will focus on the most important customers and engage them with exciting and memorable content that works.

## Objectives

By the end of this course participants will be able to:

- Create a marketing strategy to support the delivery of business objectives
- Describe current market trends and how to maximise the opportunities they present
- Profile an ideal customer and understand their needs and expectations
- Choreograph a clear and measurable customer journey for your most important customers
- Create and deliver an appropriate content strategy using clearly defined digital media channels
- Collaborate with others in your digital marketing activities for maximum resource and scalability
- Turn social networking into a powerful business development channel
- Run prioritised digital marketing campaigns for events and product launches
- Measure and act upon necessary improvements and successes in everything you do
- Leave an exceptional legacy for your business

## Content

**A sample of what is covered includes:**

These are the 12 steps to optimum success in digital marketing and social media. It is all about focusing where it matters; in the right places, at the right time, for the right reasons. Planning ensures all digital activities are aligned with business strategy and goals. Optimising focuses on the right customers, plotting their ultimate customer experience and fueling the experience with engaging and relevant content. Delivery is all about understanding which marketing tools are the right fit with the objectives and the customers' needs; and then integrating them into seamless, effective campaigns. Ultimately, it is about continuous improvement and learning from everything we do and adapting our behaviours and plans for maximum ROI.

### Session 1 PLAN

Mission: Focus on great outcomes, how to build professional intimacy with your customers and create advocates

Trends: Ensure you are focused on, and responding to, emerging market trends such as mobility, internet of things, creating a community and the power of video and audio  
Digital Strategy: Turning insights into smart actions that improve both internal and external communications to deliver exception return on investment

### Session 2 OPTIMISE

Personas: Defining, finding and listening to your most important customers, building their faith and trust in your marketing and harnessing the power of influencers

Customer Journey: Increasing awareness in your brand, products and services, converting the awareness into customers and then retaining them to sustain your business growth

Content Strategy: The Rule of Thirds and how to become current, relevant and informed in the eyes of your target customers. Balancing content creation, curation, documenting and story-telling

### Session 3 DELIVER

Websites: Tuning your website as your digital hub for maximum impact and effectiveness. Delivering great blogs through engaging with your people. Customer and search engine optimisation

Social Media: From reactive to proactive, giving your social networks real purpose. Creating and using social media guidelines. Understanding best practice in Twitter, Facebook, LinkedIn, Instagram and YouTube

Campaigns, Events & Launches: Understanding paid, owned and earner media and how to balance it in the ideal mix of digital marketing channels for best returns

### Session 4 IMPROVE

Listening: Understand Google Analytics, social media insights and wider social listening to glean everything you need to know about your marketing performance and what you can do about it

Share: How to turn information and insights into intelligence that helps guide exception decision making and prioritisation of your marketing and business development

Innovate: Customer relationship management and how you can adapt your behaviours and performance to leave a great legacy and maximise your return on investment in marketing

### Who is it for?

This course is essential learning for digital marketers, marketing managers, marketing directors, business development specialists, sales people and sales managers. The course blends a mix of strategic thinking with practical, operational advice and is therefore suitable for beginners to advanced business people.

