

# Digital marketing: Implementation strategies

## Remote DiGiTT® certification, optional

Overview course of 2 days - 14h

Ref.: MKD - Price 2024: CHF1 950 (excl. taxes)

### EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Understand the strategic, organizational and technological challenges imposed by the Internet

Acquire a global and structured approach to digital marketing

Know the main tools used to implement a digital strategy

Learn the fundamentals of the most common digital tools

Identify the new challenges related to data

Know what key indicators exist for overseeing your digital strategy

## THE PROGRAMME

last updated: 07/2021

### 1) Understand the impact of digital for business

- Know the four phases of digital marketing evolution: From search engines to the Internet of Things, etc.
- How technology is deeply changing consumer habits.
- Analysis of the Gartner Hype Cycle.
- The necessary transformation of companies in the digital age and the impact on marketing.
- Focus on the six pillars of digital transformation according to McKinsey.

### 2) Integrating digital into marketing strategies

- Integrate digital into your marketing/communication strategy.
- The BTC methodology: from auditing to action plans on different touchpoints.
- Identifying the challenges of digital for brands and the importance of becoming digital-friendly.
- Understand the notion of a brand platform in the digital age.
- Moving from exposure to engagement.
- Implementing an integrated action plan and identifying synergies with traditional touchpoints.
- Examples and success stories of digital integration.

### 3) How digital marketing is changing in the age of data

- Moving from emailing to a multi-channel relationship program.
- Introduction to marketing automation and the new possible scenarios.
- Different types of data available to companies.
- Differences between E-CRM, CRM, Social CRM, Open Data, 1st party, 2nd party, 3rd party, etc.
- The revolution in online advertising: from media planning to audience planning and programmatic.

### CERTIFICATION

Registration for assessment and DiGiTT® certification is included in course registration. Certification is in the form of a 90-minute test. The result indicates your skill level out of 1000 points. Merely taking the course is not sufficient to achieve a maximum score. The exam must be both scheduled and then taken online within 4 weeks following the start of your session.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- How buying patterns are changing and the new possibilities of targeted marketing.
- Setting yourself up to tackle the new challenges and opportunities that data enables for digital platforms.
- Use a Data Management Platform (DMP) or a Customer Data Platform (CDP).
- The technical, business and legal dimensions of these platforms.

#### 4) Setting up an effective site

- Concepts of defining and building a website: personas, UX design, development language, etc.
- Impact of mobile usage on websites.
- Differences between mobile first, mobile only, responsive site and mobile application.
- Determining relevant indicators to monitor and control the performance of your site.
- Identifying the tools for collecting information and giving meaning to your indicators.
- Moving from reporting to optimizing your site.
- Optimizing the customer experience on your site with A/B testing tools, personalization tools, surveys, etc.

#### 5) Improving your SEO

- Basics of organic SEO.
- How the Google algorithm works.
- SEO techniques: coding, relevance of the content, netlinking, etc.
- How paid search works.
- How the Google Adwords platform works: definition of bids, display in the results, etc.
- Different ways of targeting with Google Adwords: geographical, time, retargeting, etc.
- Available features: call to action, store visit, etc.
- Synergies between organic and paid search.

#### 6) Optimizing the use of social media

- Latest trends in social media and networks.
- Setting up a social media presence strategy: Which social networks to choose and what content to produce?
- Developing relevant conversational schedules.
- Managing and controlling your social media: the main tools to know.
- Examples and best practices of marketing strategies on social media.

## DATES

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### REMOTE CLASS

2024 : 01 Jul, 03 Oct