

# Certified Digital Marketing Specialist Strategy & Planning



Duration 4 Days

## WHAT WILL YOU LEARN?

You will gain a solid understanding of the theory and practical application of digital strategy, allowing you to implement a powerful marketing mix that sustains customer engagement and increases sales. This specialist certification will enable you to consolidate the essential skills necessary to create well-measured digital strategies that convert.

## WHAT CAN YOU EXPECT?

The program introduces participants to digital communications, and helps them to develop a measured and well-considered strategy and coherent plan for their organization, that will stand up to the rigor and scrutiny of board-level decision making

## PROGRAM CONTENT

- **Introduction to Strategy and Planning**  
Learn how to develop an effective digital strategy for your organization and gain clear insight into the complexities of planning, strategic management and reporting.
- **Traditional Communications**  
The Traditional Communications module looks at communications before digital marketing became widespread and how it has evolved over the years. You will explore the strengths of traditional methods of communications, as well as realizing that there are limitations. It will teach you how traditional communication is generalized in its approach to customers.
- **Digital Communications**  
The Digital Communications module will teach you about the digital communications approach to audience engagement.
- **Digital Channels**  
This module will introduce you to the value, characteristics and suitability of social media platforms and contextualize the digital landscape, including Search Marketing (SEO), Email Marketing, Digital Display Advertising, Mobile Marketing, and Social Media Marketing.
- **Social Customer Service**  
The Social Customer Service module looks at using social media as a customer service channel, peer-to-peer communities and how what is happening online is critically important to businesses.
- **Budget & Resourcing**  
The Budget & Resourcing module looks at the crucial aspects of planning and maintaining a budget in your digital marketing strategy. Upon completion of this module you will understand with the key areas to consider when creating a budget for digital activities and the range of documentation required.

- **Big Data & Analytics**

The Big Data & Analytics module will provide you with a broad understanding of Big Data, Advanced Analytics and Artificial Intelligence. You will learn the fundamental frameworks and understand how cutting-edge analytics tools are being used to help businesses succeed.

- **Digital Leadership**

The Digital Leadership module will guide you as you transition from a traditional to a digital strategy and empower you to mentor and lead your team in their digital marketing activities.

- **Strategy Formulation & Plan**

The Strategy Formulation and Plan module will provide a structured conclusion to bring together all the strands of the Digital Strategy and Planning program. It introduces you to methodologies for utilizing a SWOT Analysis to develop SMART objectives and create a coherent strategic plan for your organization.

### WHO IS THIS PROGRAM FOR?

The Certified Digital Marketing Specialist in Strategy and Planning is aimed at anyone involved with planning a digital strategy for their organization, or who is likely to be involved in this area in the future and would like a comprehensive understanding of the field.