

DIGITAL AND MARKETING

- Advanced email marketing
- Advanced social media strategy
- Blogging & communities
- Effective social media campaigns
- Email marketing
- Google analytics
- Hands-on facebook
- LinkedIn essentials
- Managing social media risks
- Managing marketing communications
- Online presence and reputation
- Social media marketing
- Strategic marketing masterclass – 5 days
- Twitter essentials
- Video for the web

ADVANCED EMAIL MARKETING

Moving email marketing to the next level with the latest developments



What is it about?

Email marketing is a cost-effective and highly engaging digital marketing tool. However, it is also one of the most challenging strategies to employ due to the issues of spam, changes in user interactions with email, mobile usage for email and the fast changing digital environment. This course offers an advanced and practical guide to getting the most from email campaigns using the latest techniques and tools.



Who should attend?

This workshop is for anyone involved in marketing who is looking to improve the results of their email marketing by going beyond the basics.



Learning outcomes

- Plan and execute effective email campaigns from initial concept to analysis
- Identify the most suitable email marketing tools for your campaign
- Integrate your email campaigns with your other marketing activities
- Use social media and email marketing for better results
- Segment your data for better response rates and interpret your analytics to improve your campaigns
- Use A/B and multivariate testing to improve your emails
- Optimise and improve your landing pages
- Understand the legal and best practice frameworks for email marketing



Benefits

Organisations will benefit from their participants obtaining knowledge of industry best practice, using the latest email marketing tools and delivering highly effective reporting that increases open rates, click through rates and --essentially -- the bottom line.

Course structure highlights

- Email marketing in perspective
- The latest email marketing tools
- Data collection for email marketing
- CRM integration
- Email and social media
- Segmentation for better results
- Version testing
- Landing page optimisation
- Analytics and email marketing

ADVANCED SOCIAL MEDIA STRATEGY

Structuring and developing an effective social media strategy



What is it about?

This is a hands-on course designed to introduce practical tips, ideas and suggestions on how to get more from social media. The workshop presents general best practice that applies across all platforms and also explores effective platform-specific techniques for Facebook, Twitter and LinkedIn. Participants will be encouraged to add value to the day by sharing their experiences with the group.



Who should attend?

This course is for anyone who wants to achieve more from their existing social media activities but it is not for those unfamiliar with social media technologies.



Learning outcomes

- Ability to structure a social media strategy and evolve it constantly
- Develop social media messages that will engage your audience and bring value to your business
- Assess the value of social media to your business
- Review where your brand and products are being discussed and the value of different social tools
- Monitor and influence social networks.
- Build social media into a campaign.
- Best practice for using Facebook, Twitter, LinkedIn and YouTube



Benefits

The ability to plan and develop social media activity that targets specific audiences and specific business goals in an effective and efficient way. Participants will learn a structured way to approach social media that will increase productivity and business benefit.

Course structure highlights

- Planning – your social media activity
- Growth and engagement – develop your online audience
- Best practices – for Facebook, Twitter and LinkedIn
- Sales – drive sales through your social media traffic
- Productivity techniques
- Measurement – issues in measuring the value of your social media activity
- Evaluate – you and your competitors' activity

DIGITAL AND MARKETING

BLOGGING & COMMUNITIES

Creating an engaging and effective blog strategy

What is it about?

Publishing a helpful and entertaining blog that establishes your authority is an effective way to build an online community and boost your business development. This workshop is for people who are considering writing a blog or developing a blogging strategy. It is a hands on course where delegates will learn why they should blog as well as practical tips on how to do it effectively.

Who should attend?

This course is designed for anyone who is considering whether they should start writing a blog or is developing their first blogging strategy for the business. It is an introductory level course.

Learning outcomes

- Decide whether blogging is right for you
- Discover practical tips on writing an effective blog
- What to consider as part of your blogging strategy
- Understand how to track and deal with comments on your blog

Benefits

Participants will benefit from a deeper understanding of how social media can be used to the greatest advantage. Organisations will benefit from a greater return from their social media campaigns and be reassured they are following best practice guidelines. They will also see how social media campaigns can be measured and improved.

Course structure highlights

- How to use social media to build effective campaigns
- Using the most appropriate social media tools for different purposes
- Best practice Facebook pages, Twitter accounts and LinkedIn profiles
- Effective targeting
- Online engagement and advocacy
- Grow audience interest and attract media coverage with "buzz"
- Insights and analytics
- Common dangers with the use of new media such as plagiarism, breach of copyright, etc.
- Pulling a campaign together and measuring impact

EMAIL MARKETING

Exploring how email can enhance marketing and boost business

What is it about?

Email marketing has been a core tool in digital marketing for many years but it is often not used to its full potential due to issues around design, user targeting and spam. This course offers a practical guide to getting the most from email campaigns using the latest techniques, tools and best practice.

Who should attend?

The workshop suits anyone with the responsibility for delivering email marketing campaigns, either in-house or agency side. It will benefit those new to email marketing as well as experienced marketers who feel they could be getting more from their email strategy.

Learning outcomes

- Plan integrated email campaigns
- Devise creative and copy to increase open and click-through rates
- Use tests and tracking metrics to improve response
- Select email marketing management systems
- Building email lists
- Review the latest on ethical and legal constraints
- Design an effective newsletter
- Measure and improve email campaigns

Benefits

The course will give organisations the ability to use email marketing as part of their integrated marketing plan. As well as covering best practice, it will discuss the legal aspects of email marketing, allowing organisations to adhere to the growing guidelines surrounding spam and data protection.

Course structure highlights

- Introduction to success factors for email marketing
- Legal briefing
- Deliverability and designing email templates
- Selecting an Email Service Provider
- Goal-setting for email campaigns
- Segmentation and targeting
- Campaign planning activity
- Structuring an email to maximise response
- Effective copywriting
- Email analytics

GOOGLE ANALYTICS

Knowing what matters in marketing and applying to enhance business communications



What is it about?

Organisations receive regular reports from Google Analytics but often have no real idea what they mean. This introductory course is designed to highlight what matters most for a marketer in this powerful reporting tool. In addition, it will help attendees to understand what actions to take in common circumstances and how to tailor activities to enhance your business objectives.



Who should attend?

This course is for any communications or marketing manager, digital executive or business person who is getting Google Analytics reports. This course requires you to have access to a fully working Google Analytics account for a website, preferably with either User or Admin access to the Account.



Learning outcomes

- Access the meaning and value from Google Analytics reports on your website
- Use and interpret content reports to measure what visitors are doing on your site
- Identify quality traffic and drivers of revenue and conversions to action
- Track campaigns, search (paid and non-paid), email, social, display, affiliates
- Extract actionable insights from the analytics reports to suggest performance improvements



Benefits

Your organisation will start to understand the real value of its website investment, giving an objective insight to the engagement and goals being reached by your target audience. Your organisation will be better equipped to perform in multi-channel digital marketing.

Course structure highlights

- Understanding where Web Analytics fits into your marketing insights mix
- Defining the purposes of your websites and producing key performance measurements and metrics that fit the goals defined
- How Google Analytics collects information, uses cookies and the information it tracks
- Structures, Accounts, Profiles and Users

MANAGING MARKETING COMMUNICATIONS

Ensuring marketing communications are strategic, tactical and co-ordinated



What is it about?

Many organisations waste money on marketing communications because their activities are fragmented and their messages are not relevant. Effective marketing communications requires a clear understanding of objectives; careful planning; coordination of the right communications tools; development of the right messages; a strategic approach; and a measurement of results. This course shows you how to manage those factors.



Who should attend?

This course is for marketing and communications managers, product managers and executives aspiring to a marketing management role. It is also for others who believe that their marketing communications are insufficiently structured and co-ordinated.



Learning outcomes

- Audit your organisation's current marketing communications and suggest improvements
- Create an effective, workable marketing communications plan
- Understand what type of research and analysis you should do to produce an effective plan
- Set clear marketing communications objectives
- Construct a marketing communications strategy that is aligned to the bigger corporate strategy and brand
- Define target groups and ensure that the right communications/messages are directed at them
- Use the best mix of marketing communications tools
- Define a control system to measure the results of marketing communications
- Brief agencies more effectively

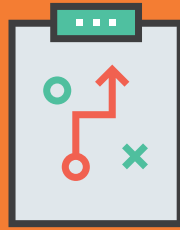


Benefits

The organisation will benefit from the knowledge and tools that the attendees will acquire on the course. In particular they should benefit from a properly structured and relevant plan that the delegates should be able to construct following the programme. They should also benefit from more accurate targeting, relevant messages and a more cost-effective approach overall.

Course structure highlights

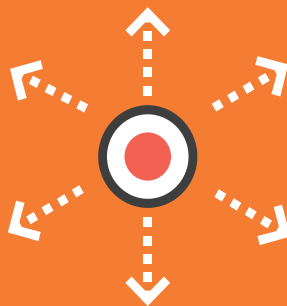
- How to recognise inadequate communications
- How marketing communications work
- How to align the communications plan with the bigger strategy and brand
- Structuring the plan
- Understanding the various contexts and applying them to the plan
- Setting the plan objectives
- Defining the marketing communications strategy and brand



STRATEGY, ORGANISATION AND



IMPLEMENTATION



MANAGING SOCIAL MEDIA RISKS

Understanding and managing the risks and challenges of social media



What is it about?

The social web is a powerful business development tool, and marketers must learn how to get the most from social media engagement. Engagement does not come without risk. This course guides you through the maze of consumer, business and common law that could seriously derail your social strategy.



Who should attend?

Any professional marketer who wants to develop valuable knowledge and understanding of how law shapes their social media engagement strategy. No prior legal knowledge is required or expected. Whether you are just starting or developing your Social Strategy, this will be a very valuable course.



Learning outcomes

- Developing a legally compliant social engagement strategy
- Understanding how defamation and libel law impacts on social engagement policy development and moderation strategies
- Intellectual property rights control use of social platforms like YouTube
- Developing acceptable use policy (staff handbook) and train staff to access social networks as a work tool
- Access best practice advice from UK and around the globe on developing a social engagement policy



Benefits

This workshop will benefit your organisation by building a confident marketing team that is better able to engage in social media because it understands real and credible threats such as libel defamation suits, fines, prosecutions and brand/reputation damage.

Course structure highlights

- Exploration of the relevant legislation including: the 2013 defamation and libel law, copyright laws, information law and privacy, inciting hatred, terrorism laws
- Case law and real-life examples of organisations and people failing to manage the risks
- Review and development of your own social media policy
- Developing a robust business case for your social media engagement strategy by building risk in
- The impact of regulators, ie ASA and the CAP Code on your social engagement strategy

ONLINE PRESENCE AND REPUTATION

Managing your brand communications online to avoid reputation damage



What is it about?

Social Media and digital marketing have completely changed how we engage with our audience. The use of twitter, social networks and user reviews are just a few of the issues that have transformed the PR and brand management landscape. This course will show you how to monitor, manage and engage with customers using these channels. It will also show you how to manage your online reputation most effectively.



Who should attend?

This workshop is for anyone responsible for managing online PR and/or online branding and who wants practical knowledge that they can implement immediately.



Learning outcomes

- Plan and execute online PR campaigns from start to finish (including analysis)
- Identify online opportunities and threats
- Understand, use social media and follow industry guidelines and best practice
- Identify how and where to monitor your brand online
- Deal with online PR disasters and know how to avoid them in the first place
- Identify and engage with online audiences
- Use the tools and sources of information for developing successful campaigns
- Understand the latest trends and areas to watch
- Report on and analyse campaigns from a metric and quality point of view



Benefits

This workshop will help participants get up to speed with the latest in social media and select tools relevant to their organisation rather than following the crowd. Participants will learn to evaluate and prioritise their options, know which social media tools matter and how to use them. This workshop can be tailored to address B2B and B2C marketing.

Course structure highlights

- Marketing then and now: how our business environment has evolved
- Marketing landscape - Web 2.0 and 3.0 and implications for brands
- Social media trends
- Social media channel planning framework: developing and executing a social media plan
- Putting it together – mobile, integration and measurement
- Blogging and influencing communities
- Key social channels best practice – Facebook, Twitter, Linked In,

DIGITAL AND MARKETING

STRATEGIC MARKETING MASTER CLASS

Organisational success by putting the customer at the heart of planning

What is it about?

The main challenge facing many organisations today is how to ensure their activities are customer-focused and their strategy externally driven. Today's changing business environment drives the continual search for competitive advantage and this master class is designed to provide delegates with the knowledge, tools and techniques to achieve this.

Who should attend?

This workshop is for organisations wanting to improve their external focus or the effectiveness of their marketing activity – within the public or private sectors. Delegates need to be experienced managers, from a marketing or non-marketing background, involved with their business planning and strategy development or who have authority to develop and implement marketing plans and strategy.

Learning outcomes

- Understand current approaches in developing marketing strategy and able to compare these with best practice and other sector practice
- Increased confidence and able to provide the evidence needed to make a business case to support stronger external orientation and customer-led planning
- Extended range of planning tools and techniques, and new ideas that will help achieve performance goals
- Methodologies to improve market and customer understanding
- Ability to develop fully evaluated marketing strategy proposals supported by a clear investment appraisal/business case

Benefits

This masterclass will provide participants with the time and catalysts to help them identify opportunities that could directly improve their competitive advantage and planning processes. The programme is pragmatic, delivered in a way that allows the benefits of fresh thinking to be applied directly to business. Participants have the opportunity to call on two hours of individual mentoring which will provide additional support.

Course structure highlights

- Marketing's role in organisations today
- The challenge of establishing a market orientation
- Structure of a customer-focused marketing plan
- The tools of internal and external analysis
- Using the SOSTAC framework for planning
- Aligning strategic, operational and tactical level plans
- The challenges of segmentation in both B2B and B2C organisations
- Developing the value proposition
- From product to service to solution
- Brand strategy and delivering the brand promise

TWITTER ESSENTIALS

Using Twitter to engage your market and enhance branding

What is it about?

This hands-on course will guide you through the practicalities of using Twitter to help achieve your business objectives such as market engagement and brand enhancement. The workshop will show you how to effectively tweet updates, build a following and advocate engagement.

Who should attend?

Anyone responsible for managing social media campaigns will leave the course with practical knowledge that they can implement immediately, using Twitter for their own benefit and that of their organisation.

Learning outcomes

- Plan and execute Twitter campaigns from start to finish (including analysis)
- Understand best practice within Twitter
- How to write effective Tweets and build a following
- Understand the importance of content
- Learn how to integrate other digital marketing campaigns with Twitter
- Be able to monitor your brand or product on Twitter
- Engage with the influencers and advocates on Twitter

Benefits

Organisations will benefit from a greater return from their Twitter campaigns and be reassured that they are following best practice and industry guidelines. They will also see how social media campaigns can be measured and improved.

Course structure highlights

- Twitter marketing in perspective
- Building a following and content
- The mechanics of a Tweet
- Promoted Tweets
- Social media monitoring and engagement online
- Tweeting: When, how often and what about?
- Twitter data and tools