

Digital Marketing Tools & Techniques

The latest best practice with practical hands-on application for your business

This programme gives you a comprehensive introduction to a range of digital marketing tools businesses are now harnessing to generate leads, and retain and engage your customers.

Starting with the basics of what makes an effective website you will gain a grounding in good Search Engine Optimisation, a key to your online success. We will examine methods of attracting customers using tools such as e-newsletters and Pay Per Click advertising (on Google, Yahoo and Facebook). You will learn how to create landing pages that increase your customer conversion rates, writing winning online ads with higher click through rates and costing less than your competitors are paying.

The day will also present you with a convincing argument for the use of blogging as a key marketing tool, with successful case studies illustrating good practice. Practical know-how the effective use of online video as well as webinars and podcasts will also feature. You will gain structured processes for content creation, implementation and integration with other marketing tools.

Digital marketing benefits from extensive built-in monitoring capacity which allows you to make the most of these tools through continuous incremental improvement. To demonstrate we will examine the use of Google Analytics through a live business case study.

Each tool is taught in a practical and interactive manner with plenty of hands-on activity allowing you to return to the workplace with many easily implementable strategies and tactics.

Workshop Objectives

- Equip you with a foundational understanding of Search Engine Optimisation good practice that will enable you to specify and manage outsourced SEO, or alternatively implement SEO methodologies yourself

- Provide you with practical guidance on writing and designing e-newsletters including ideas for content as well as principles of effective design
- Teach you to set up an Adwords/Facebook/Yahoo account, select appropriate keywords and write copy for Pay Per Click advertising campaigns
- Introduce the concept of blogging for business including practical guidance on writing blogs, ideas for content and integration with other marketing tools
- Demonstrate a variety of software tools that facilitate mailing and blogging campaigns
- Provide successful case studies of the effective use of a range of digital marketing tools
- Equip you to confidently return to the workplace with a toolkit of digital marketing tools and the ability to implement them in practice
- Understand the scope of Google Analytics as a monitoring tool which additionally provides insight into online customer behaviour and return on investment

Who will the Workshop benefit?

The broad spectrum of staff in a marketing function wanting to learn more about digital marketing tools and techniques. As the workshop is very practical it is ideal for practitioners who wish to take their new skills back to the workplace. It is also suitable for more senior staff managing more junior marketing staff or outsourcing marketing support.

The workshop is suitable for organisations working in a range of business contexts (international, not for profit, services, manufacturing etc) and size (from SMEs to multinationals).

Workshop Duration

1 day

Workshop Content

Engagement with customers and potential customers through digital techniques is a two fold process:

- Attracting customers (to your website and business)

- Enhancing their experience while there, giving opportunities for two-way engagement so retaining customers and generating repeat business

The content during the day is designed to harness the potential of your website and related tools to enable attraction, enhancement and retention. Starting with the principles of what makes a good website, we will move to consider a range of customer attraction tools and methodologies as well as look at ways of developing content and techniques which enhance the customer experience and retain them for repeat business.

The day will be structured as follows (and is ideally taken in tandem with the Frost & Sullivan one day course “Engaging with Social Media” as many of the tools and methodologies should be intertwined and not seen in isolation.

Customer attraction

- What makes an effective website – good and bad practice in terms of content, design, structure and more
- Search Engine Optimisation – getting to the top of Google. An overview of SEO basics including identification, prominence, proximity and density of keywords, fresh content, page optimisation and generating inbound links
- Pay Per Click Advertising – using Google Adwords, Yahoo and Facebook. Good practice to save you money and improve your CRT as well as the chance to write and have your ads critiqued

Review of social media methods identified in previous days’ course

Customer enhancement and retention

- E newsletters – content and design best practice, killer content ideas, integration with the blog and use of e-newsletters to drive SEO
- Blogging for business – why blog, what to write about, ideas for content, integration with other e-marketing tools
- Software tools for blogging and mailing – a demonstration of off the shelf tools as well as hosted solutions

Monitoring success

- Google analytics – a live demonstration of Analytics in action showing you the scope of this free tool for measuring the effectiveness of your digital marketing activities