

A black and white photograph of a woman with long, wavy hair and glasses, smiling warmly. She is wearing a light-colored, vertically striped button-down shirt. She is seated at a table in what appears to be a meeting or office setting. In the background, another person is partially visible, also smiling. The image is framed by a large, white, diagonal shape that cuts across the top and right sides.

Essentials of Digital Marketing

For Non-Digital Marketeers

Essentials of Digital Marketing

For Non-Digital Marketeers

Develop your fundamental skills in digital marketing and put together your own strategic plan.

Highlights

- Develop your own digital marketing strategy in line with your company's strategy and offline presence.
- Define the KPIs and objectives of your digital approach.
- Learn how to communicate your strategy to colleagues.

Key Competences

- Digital marketing skills
- Relationship marketing
- Campaign planning
- B2B V B2C digital marketing
- Online marketplace analysis
- Digital marketing strategies

The Right Programme for You

You are a commercial manager. You need to develop & implement the right digital strategy. This programme gives you the key skills for your role. It is also ideal for senior executives supporting digital transformation.

Senior Managers

Managers



Learn, Practice and Use

- **Understand** the fundamentals of the digital work
- **Learn** how to develop a digital strategy that is in line with your offline efforts and strategy
- **Get** hands-on experience with the implementation of your strategy
- **Be** prepared to manage and discuss your strategy with your agency or marketing department
- **Define** the goals for your digital approach, including setting realistic KPIs and defining the right tools and methodologies for your strategy
- **Learn** how to clearly communicate your digital strategy throughout the organization
- **Lead** the execution of digital campaigns with impact and focus
- **Get** the basics of search engine marketing, the web and the digital landscape
- **Apply** the marketing mix in a digital context
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



3 days
€2,995

Live Online



4 x 3-hour sessions
€2,295

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/marketing for dates, locations and full programme outline

Programme Modules

1

Digital Marketing Fundamentals

Introduction: Marketing evolution. Digital landscape. The web, search engines basics

- Digital marketing fundamentals:
- What is a digital marketing strategy
- Online marketplace analysis: micro environment
- Online macro environment

2

Digital Marketing Strategy

- Basics to support your digital marketing strategy
- Apply marketing mix in digital context
- Relationship marketing using digital platforms

3

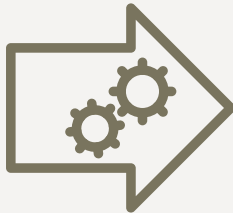
Digital Marketing Implementation

- Campaign planning, channel planning
- Marcom through digital channels
- Improvement of digital channel performance
- B2C vs B2B digital marketing practice



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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