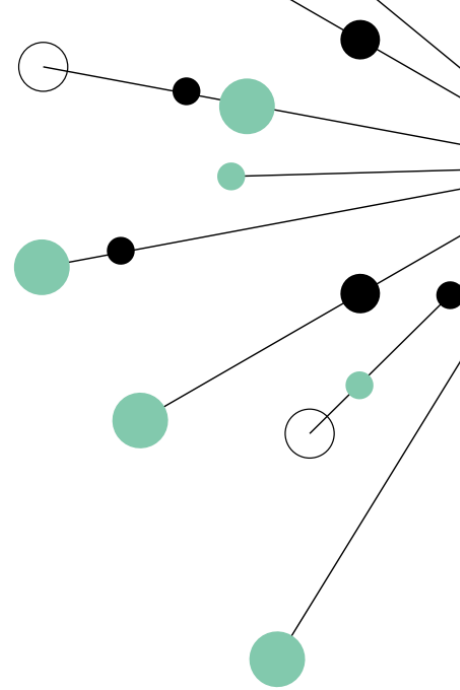# Digital Marketing Workshop Breakdown

Course 1: Client Focused Marketing
½ day session

- Fundamentals of Marketing
- Introduction to Marketing Communications
- Introduction to Digital Marketing
- Introduction to Marketing Metrics and ROI
- Introduction to Segmentation
- Introduction to Assessing Marketing Opportunities
- Introduction to Marketing Strategy
- Brand Development

Course 2: Social Media Marketing
½ day session

- Distinguish between different forms of social media marketing activity
- Assess the value of social media to your business
- Review where your brand and products are being discussed
- Measure the effectiveness of social media
- Monitor and influence social networks
- Build social media into a campaign
- Develop a blogging plan
- Best practice for using Facebook, Twitter, LinkedIn and YouTube
- Planning and implementation of Digital Vouchers

Course 3: Content Management Creation
5 Days

• Introduction to Content Management Systems
• Plan content and layout for CMS
• Customise website templates
• Populate website templates
• Use programming tools to add features to website
• Use testing methods to check website elements
• Understand website accessibility
• Measure and improve ROI

Course 4: Data Analytics & Visualisation Tools
5 Days

• Customise reporting using profiles, filters, goals and events to get the data on your customers
• Learn how to find and match any data using regular expressions
• Measurement and insights of SEO
• Better valuation of social marketing
• Channel attribution to help inform campaign planning
• Broadening to the data sources from Google Analytics to Universal Analytics
• Introduction to Sales Funnel and Conversions

<u>Optional:</u> AI for Everyone

Introduction to Microsoft 365 Copilot – digital content – 1 hour self-paced learning

AI Literacy: Safe & compliant AI use for all staff – digital content – 2 hours self-paced learning

Upgrade your productivity with Copilot – 90-minute webinar

Hands-on Copilot ½ day session:
By the end of this course learners will be able to configure Copilot across Teams, Sharepoint, Word, and Excel