



# DIGITAL MARKETING STRATEGY

## Uncover a framework for successful digital marketing.

Whether it's your business, industry, or campaign, digital continues to have a significant impact on the way we operate. During this course, you'll be provided with a framework for crafting a digital marketing strategy. To get the most out of this two-day intensive course, you should have a good understanding of the basic digital marketing tactics. If you don't have this, our Digital Marketing Essentials course might just be for you! Find out more on page 24.

### LEARN TO:

- Effectively integrate digital into your marketing strategies
- Implement your strategy by employing the tools for digital marketing in the most relevant way
- Utilise a planning framework for digital strategy development within your organisation
- Identify the difference between acquisition, branding and retention strategies through case study examples

### COURSE COVERS:

Through presentation, discussion and practical exercises in class, we'll explore digital marketing strategy at length, covering:

- Understanding the role of digital within the business
- Identifying how your target audience is using digital
- Getting to grips with your digital landscape
- How the various elements of digital are used against strategic objectives
- Developing digital strategies for customer acquisition, retention and branding purposes
- Implementing a digital strategy successfully

#### IN-CLASS PRICE

Member: \$1,450

Non-member: \$1,950



**In-class course available  
in Sydney and Melbourne.**

**See page 34 for course dates.**