

# Hit the Ground Running Digital Marketing

*Not just what to do but how to do it!*

get\_digital

**GetDigital** is a new training program aimed at equipping individuals and companies with the **practical skills** needed to thrive in an age of digital.

While there are many cutting edge technologies out there (and people telling you that you should be using them) most companies still need to get the basics right. Our program is designed with this in mind – what can we do now that's affordable, proven technology and that will **make a difference to our business today**.

If your company has a website to create, run or improve then this program will help make **real, practical improvements that will make your customers happier** (and therefore more likely to do business with you). If you have responsibility for driving more (or better) traffic and business to your website then this program shows you how.

The program runs over three days and through a series of classroom modules, online learning, assignments and assessments takes the student through the process of planning, building, measuring and optimising your website and online marketing.

## Why we are different?

Many training programs concentrate on the 'what' and while this is important to understand we are aware that for many companies taking the next step to **understand the 'how' is key to success**.

Our training is practical and actionable. We'll be running through real examples and setting up real campaigns. We'll be setting assignments that involve the students workplace so that the companies get immediate, measurable benefits.

We're also backed up by Econsultancy ( <http://econsultancy.com> ), the UK's largest provider of information, events, training and best practice to the digital marketing industry. Econsultancy has over 10,000 registered users and is already the largest provider of training and qualifications to the digital marketing industry.

# Program Outline

## **Month 1**

### **Classroom sessions**

**Module 1** - The Changing Face of Digital Marketing

**Module 2** - The key concept of marketing on the web – how to listen, learn and then create successful digital marketing campaigns

**Module 3** – Practical search engine marketing

### **Project assignments**

Search and Research on the web  
Creating keywords for your company  
Setting up a real Google campaign

### **Reading assignments**

The Long Tail, Chris Anderson  
Search Engine Optimisation: a beginners guide (e-consultancy)  
Paid search marketing – a beginners guide (e-consultancy)

### **Website reference**

[www.wired.com](http://www.wired.com)

### **On-line learning**

An introduction to Digital Marketing  
An introduction to SEO

### **Recommended further reading**

The Cluetrain Manifesto - Christopher Locke, Rick Levine, Doc Searls, and David Weinberger -  
<http://www.cluetrain.com>  
(Book is free to read online)

## **Month 2**

### **Classroom sessions**

**Module 4** – Practical e-mail marketing

**Module 5** – Advertising online and affiliate marketing.

**Module 6** – How to write copy for the web (and update websites).

### **Project assignments**

Creating an action plan for a website  
Creating an e-mail campaign

### **Reading Assignments**

The complete guide to E-mail marketing, Bruce Brown

### **Website reference**

[www.e-consultancy.com](http://www.e-consultancy.com)

### **On-line learning**

An introduction to online media planning and buying  
An introduction to e-mail marketing

### **Recommended further reading**

E-Marketing Excellence – Smith and Chaffey

# Program Outline

## **Month 3**

### **Classroom sessions**

**Module 7** – Practical web measurement and analytics

**Module 8** – Using online PR and social media

**Module 9** – E-commerce explained

### **Project assignments**

Analysing real data and making recommendations

Setting up alerts online so you know what your company/competitors/sector is doing.

### **Reading Assignments**

Web analytics: A beginners guide, E-consultancy

E-commerce: A beginners guide, E-consultancy

### **Website reference**

[www.emetrics.com](http://www.emetrics.com)

### **Online learning**

An introduction to online PR

### **Recommended further reading**

Analytics in an hour a day, Avinesh  
Don't make me Think – Steve Krug

## **Examination (March)**

An online examination that will test knowledge and basic skills in digital marketing. There will be 100 marks available and the final certificate will show candidates % mark.

50% will be the pass mark, 65% credit pass, 75% distinction.

Students can retake the exam for a £100 fee which allows them to use all of the above content but NOT attend the classroom sessions.

# Month 1 Classroom Outline

## **09.30 – 11.30 Module 1 -The Changing Face of Digital Marketing**

Digital marketing may sound like a new job but, just like the worlds of PR, advertising and media, it has seen tremendous change in the last couple of years - and will continue to evolve and grow at a rapid pace.

This first session will show how our media landscape has been transformed by the digital revolution. It will trace the history of search, the growth of the world wide web and the impact that new social media tools, platforms and communities are having on marketing and the communication industries.

## **11.30 – 1300 Module 2 - The key concept of marketing on the web – how to listen, learn and then create successful digital marketing campaigns**

- All successful marketing online starts from listening to what your customers say. This session will look at how we can find out what real customers do online and how we can translate this into action.
- What research tools are available and how do we use them?
- What data might your company already have?
- Searching and researching on the web?

## **13.00 – 14.00 Lunch**

## **14.00 – 17:00 Module 3 – Practical search engine marketing**

- What are search engines and how do they work
- Natural search Vs Paid Search
- Making sure your site is open to search engines
- Selecting keywords for marketing
- Writing for search engines
- Link building for natural search
- Setting up a paid search campaign on Google
- Key factors that effect performance and how to test in Google
- Running reports in Google Adsense
- Measuring performance and optimisation

# Month 2 Classroom Outline

## **09.30 – 12.30 Module 4 – Practical e-mail marketing**

- What does good look like?
- HTML vs Text
- Improving delivery
- Improving open rates
  - Subject lines
  - Intro copy
  - From field
- Collecting and cleaning data
- The importance of creative
- Targeting e-mails to improve response
- Run through GetDigital's e-mail campaign template
- How to set up a campaign using a common tool
- Sending a test e-mail
- What to measure?
- Optimisation and improvement

## **13.15 – 15.15 Module 5 – Online Advertising and affiliate advertising**

- Example of great advertising
- Formats
- Buying media
- Tracking response
- What is affiliate advertising?
- Setting up a campaign using a common tool
- Key attributes of a good affiliate program

## **17:30 Module 6 – How to write copy for the web**

- Why writing for the web is different
- Examples of best practice
- Writing for search engines
- Practical exercises where students rewrite real copy

# Month 3 Classroom Outline

## **09.30 – 12.00 Module 7 – Practical web measurement and analytics**

- What can we measure, what should we measure
- What tools are available
- Setting up a Google Analytics account
- Running reports in Google Analytics
- Understanding the data – what difference can we make?

## **12.00 – 12.30 Lunch**

## **12.30 – 14.45 Module 8 – Using online PR and social media**

- What is social media?
- Setting up alerts and RSS to monitor what is being said about you, your company, your competitors, your industry
- How to get involved in the conversation
- Good practice vs bad practice
- Using groups on Facebook and other social media tools
- Video online – using YouTube for marketing

## **15.00 – 17:00 Module 9 – E-commerce explained**

- What is e-commerce and why is it important to ALL businesses
- Setting up an e-commerce site
- Is e-bay an option
- Setting up e-bay accounts and maximising your return
- What software should you use
- How to build a site that sells
- Why conversion is key?

# Booking Information

The three month program includes three days of classroom teaching, 5 hours of online learning, practical workbooks, website reading and a client only online forum where you can ask questions anytime from our leading marketing experts.

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The complete program costs just **£870.00** ex VAT per person.

For corporate discounts please contact [info@getdigital.info](mailto:info@getdigital.info) at [info@getdigital.info](mailto:info@getdigital.info)

## Venue:

BSG House, 226 – 236 City Road, London, EC1V 2TT

Nearest Tube: Old Street (Northern Line)

Exit 8 - 200 yards past Moorfields Eye Hospital

Bus Routes: 43, 205, 214



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