

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS

Digital Marketing Techniques

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Course content

Why Attend

Digital marketing has become an essential component of modern business strategy, enabling organisations to reach targeted audiences, strengthen brand visibility, generate qualified leads, and develop lasting customer relationships. As consumers increasingly rely on search engines, social media, websites, mobile applications, and digital platforms, organisations must adopt effective digital marketing techniques to remain competitive.

Unlike traditional marketing approaches, digital marketing provides opportunities for precise audience targeting, personalised communication, real-time performance measurement, and continuous campaign optimisation. However, achieving meaningful results requires more than maintaining a website or publishing content on social media.

Course Methodology

- The programme combines instructor-led discussions, live digital marketing demonstrations, campaign development workshops, platform analysis exercises, group activities, and practical marketing case studies.
- Participants work with realistic business scenarios involving website promotion, search engine visibility, social media campaigns, content development, email communication, paid advertising, and customer acquisition.
- Practical activities introduce commonly used digital marketing tools and platforms, including Google Analytics 4, Google Search Console, Google Ads, social media advertising interfaces, email marketing applications, and AI-assisted content tools.
- Participants develop audience profiles, conduct introductory keyword research, prepare digital content, design advertising campaigns, interpret marketing data, and recommend performance improvements.
- The programme emphasises practical application, measurable outcomes, responsible marketing practices, and the development of integrated digital marketing strategies aligned with organisational goals.

Course Objectives

- Explain the principles and strategic importance of digital marketing
- Analyse digital audiences, customer behaviour, and online customer journeys
- Develop measurable digital marketing objectives aligned with business priorities

Course content

- Apply search engine optimisation techniques to improve organic visibility
- Understand paid search advertising and digital campaign management
- Develop effective social media marketing and engagement strategies

| Target Audience

- This course is suitable for:
- Digital marketing executives and specialists
- Marketing managers and marketing coordinators
- Public relations and corporate communications professionals

Course outline

Detailed course outline

Day-by-day outline for Digital Marketing Techniques.

Day 1 - Digital Marketing Fundamentals, Strategy and Audience Analysis

- 09:00-09:34 | Understanding the digital marketing ecosystem, including websites, search engines, social media, online advertising, email, mobile channels, and digital customer interactions
- 09:34-10:08 | Examining the relationship between digital marketing, organisational strategy, brand positioning, customer acquisition, and business growth
- 10:08-10:42 | Analysing online consumer behaviour, digital touchpoints, purchasing decisions, and customer journey stages from awareness to conversion and retention
- 10:42-11:00 | Applying audience segmentation, customer personas, competitor analysis, and digital market research to identify high-value target audiences
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Applying audience segmentation, customer personas, competitor analysis, and digital market research to identify high-value target audiences (continued)
- 11:46-12:53 | Developing SMART digital marketing objectives, selecting relevant performance indicators, and aligning channel priorities with available resources
- 12:53-14:00 | Practical workshop: Conducting a digital marketing situation analysis and developing a strategic campaign brief incorporating target audiences, objectives, channels, and success measures

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Day 2 - Search Engine Optimisation, Paid Search and Website Visibility

- 09:00-09:34 | Understanding how search engines discover, index, and rank website content and the role of organic search in digital marketing performance
- 09:34-10:08 | Applying keyword research techniques, search intent analysis, keyword mapping, and competitor assessment to identify relevant search opportunities
- 10:08-11:00 | Developing on-page SEO improvements involving page titles, meta descriptions, headings, internal linking, content relevance, and website structure
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Developing on-page SEO improvements involving page titles, meta descriptions, headings, internal linking, content relevance, and website structure (continued)
- 11:45-12:19 | Exploring technical SEO fundamentals, including mobile usability, page performance, crawlability, indexing, structured data, and website accessibility
- 12:19-12:53 | Understanding search engine marketing through Google Ads, including campaign objectives, keyword targeting, advertising formats, bidding concepts, and budget management
- 12:53-14:00 | Hands-on exercise: Preparing an SEO improvement checklist and designing a sample paid search campaign with keyword groups, advertising messages, landing page requirements, and performance indicators

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Day 3 - Social Media Marketing, Content Strategy and Digital Engagement

- 09:00-09:30 | Evaluating major social media platforms and selecting appropriate channels based on audience characteristics, organisational objectives, and content requirements
- 09:30-10:30 | Developing social media marketing strategies that support brand awareness, audience engagement, community development, lead generation, and customer relationships
- 10:30-11:00 | Creating effective digital content through educational articles, short-form videos, visual materials, storytelling, promotional messages, and audience-focused communication
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Understanding paid social media advertising, including campaign objectives, audience targeting, creative formats, advertising budgets, and performance assessment
- 12:00-13:00 | Developing content calendars, publishing schedules, engagement procedures, and brand communication guidelines for consistent digital presence
- 13:00-14:00 | Practical workshop: Creating a multi-channel social media campaign with audience personas, content themes, sample posts, creative briefs, advertising objectives, and a publishing calendar

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Day 4 - Email Marketing, Marketing Automation and Conversion Optimisation

- 09:00-09:34 | Understanding email marketing principles, including audience permission, subscriber segmentation, campaign objectives, personalisation, and customer lifecycle communication
- 09:34-10:41 | Developing professional email campaigns with effective subject lines, persuasive content, clear calls to action, responsive layouts, and appropriate delivery schedules
- 10:41-11:00 | Exploring marketing automation workflows for lead nurturing, welcome sequences, follow-up communication, customer retention, and re-engagement
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Exploring marketing automation workflows for lead nurturing, welcome sequences, follow-up communication, customer retention, and re-engagement (continued)
- 11:45-12:19 | Applying website conversion optimisation techniques involving landing page structure, user experience, forms, calls to action, and conversion barriers
- 12:19-12:53 | Understanding A/B testing, campaign experimentation, lead qualification, conversion funnels, and the relationship between marketing activities and sales outcomes
- 12:53-14:00 | Hands-on exercise: Designing an email marketing and lead nurturing workflow supported by a conversion-focused landing page, audience segmentation, and measurable performance objectives

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Day-by-day outline for Digital Marketing Techniques.

Day 5 - Digital Marketing Analytics, Artificial Intelligence and Campaign Optimisation

- 09:00-09:39 | Understanding digital marketing measurement frameworks and key indicators, including impressions, reach, engagement, click-through rates, conversion rates, cost per acquisition, and return on advertising spend
- 09:39-10:18 | Exploring Google Analytics 4, Google Search Console, advertising platform reports, and dashboard techniques for interpreting website and campaign performance
- 10:18-10:57 | Applying attribution concepts, campaign tracking parameters, performance comparisons, and data interpretation to identify marketing improvement opportunities
- 10:57-11:00 | Examining artificial intelligence applications in digital marketing, including content ideation, audience insights, campaign analysis, personalisation, and workflow automation
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Examining artificial intelligence applications in digital marketing, including content ideation, audience insights, campaign analysis, personalisation, and workflow automation (continued)
- 12:05-12:43 | Addressing digital marketing governance, including data privacy, consent management, advertising transparency, responsible AI use, and ethical customer communication
- 12:43-14:00 | Capstone exercise: Developing and presenting a Comprehensive Integrated Digital Marketing Strategy incorporating audience research, SEO, paid advertising, social media, content marketing, email automation, conversion optimisation, campaign budgets, performance dashboards, and an implementation roadmap

Seminar dates

Available seminar dates

Live dates and pricing for Digital Marketing Techniques generated from the course details page.

Date	Location	Format	Fee
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No seminar dates are currently available.