

# Course : Digital marketing, state of the art and trends

optional DiGiTT® remote certification

Synthesis course - 2d - 14h00 - Ref. MKA

Price : 1720 € E.T.

Digital marketing is shaping or adapting to new consumer habits linked to digital technologies. This overview course will help you understand recent developments and anticipate future challenges for your company. In particular, you'll review the most significant trends in advertising, the use of Data, social media and mobile.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the different segments of digital marketing
- ✓ Master the vocabulary of digital marketing
- ✓ Gain a better understanding of developments in the global digital marketing ecosystem
- ✓ Understanding the challenges of digital marketing and its evolution

## Intended audience

Company directors, managers, communications, marketing, sales and e-commerce executives.

## Prerequisites

Knowledge of Web and marketing fundamentals.

## Practical details

### Teaching methods

Alternating theoretical contributions, concrete illustrations, case studies and demonstrations.

## Course schedule

### PARTICIPANTS

Company directors, managers, communications, marketing, sales and e-commerce executives.

### PREREQUISITES

Knowledge of Web and marketing fundamentals.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 The state of digital marketing

- The scope of digital marketing: definitions and explanations.
- The three characteristics of digital marketing: interactivity, immediacy and targeting.
- The evolution of digital marketing in figures.
- Digital marketing in France and around the world.
- Advertising levers: content marketing, display marketing, social marketing...
- Direct marketing levers: search marketing, performance marketing...
- Digital marketing versus traditional marketing, or how digital has abolished boundaries.
- Advertising and CRM: retargeting, emailing, newsletters...
- The Data revolution.

## 2 The future of digital advertising

- Digital, the future leading advertising medium.
- The different business models for digital advertising.
- Free content and advertising: the Google/Facebook model.
- Advertising-free paid content: the Netflix model.
- The decline of display advertising.
- The online advertising market: organization and operation.
- The emergence of yield management.
- The arrival of adblocks.
- Publishers' new KPIs and the emergence of Lean.
- The essential evolution of advertising formats: from banners to Native Advertising and video.
- Data or the new paradigm of digital advertising.
- Targeting using personal data: cookies versus social login.
- Programmatic marketing: how it works, forces at play, prospects...

## 3 The role of social media

- The transition from the Web to Web 3.0.
- Social media as the Web's new homepages.
- Facebook: a protean, multi-service platform.
- Facebook's plans and prospects for the future.
- Other social networks and their specific features.
- Focus on Google and the failure of its "social" policy.
- Focus on LinkedIn and the B2B niche policy.

## 4 The evolution of Web analysis

- The basics of Web analysis: User Centric and Site Centric.
- A recent reconsideration of KPIs: from "Unique Visitor" or "Page With Advertising" to the notion of Viewability.
- A fight for survival: towards a healthier, more structured market.
- Focus on the American example.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 5 Data and the CRM of the future

- Integrating new customer journeys into your marketing strategy.
- The challenges of multi-channel.
- Focus on Oracle's "Retail Without Limits" study.
- Personalizing the customer journey.
- Drive to Store.
- Click & Collect.
- The DMP (Data Management Platform), an indispensable tool for marketers.
- The transition from Big Data to Smart Data.
- 1st Party, 2nd Party and 3rd Party DMPs.
- The emergence of predictive marketing.
- Connected objects and digital marketing.
- The immense prospects offered by Data.

## 6 Mobile: the "device" of tomorrow

- Usage on the rise.
- The development of mobile advertising.
- The transition from "mobile 1st" to "mobile only".
- The ergonomics of mobile apps and sites.
- Mobile advertising.
- Referencing: ASO (App Store Optimization).
- The different advertising formats.
- The forces at work: advertising network, agencies, programmatic marketing specialists.
- Key figures and forecasts.

## 7 Traffic generation

- SMS and Push Notifications.
- Click & Collect and Showrooming.
- Focus on Darty: the goal of personalization.
- The development of Black Friday.
- Beacons: an in-store traffic-generating experience.
- Contactless payment.
- Towards ZEC (Zero Effort Commerce).

## 8 The future of digital marketing

- A battle of the mobile giants.
- The "advertising" strategies of Google and Facebook.
- Apple's and Microsoft's "product/platform" strategies.

## Options

### **Certification : 190€ HT**

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.