

Course : Design and manage your digital marketing plan

optional DiGiTT® remote certification

Practical course - 2d - 14h00 - Ref. PMD

Price : 1590 CHF E.T.

The digital marketing plan has become an essential business management tool. This operational training course will enable you to implement best practices to build a coherent and effective digital marketing plan, while taking into account new trends and innovations in the industry.

Teaching objectives

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

- ✓ Building and optimizing your digital marketing plan
- ✓ Implement the various levers of digital marketing
- ✓ Integrate actions in line with overall corporate strategy
- ✓ Measuring and interpreting performance

Intended audience

Marketing and sales managers, product managers, operational managers, communications managers, executives.

Prerequisites

Knowledge of Web and marketing fundamentals.

Practical details

Hands-on work

Building a digital marketing plan. Case studies, exchange of best practices.

Course schedule

PARTICIPANTS

Marketing and sales managers, product managers, operational managers, communications managers, 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 Understanding the challenges of digital marketing strategy

- The current situation and key figures in France and abroad.
- Consumer 3.0: ATAWAD, SOLOMO, ROPO...
- From FMOT to ZMOT and cross channel.
- Inbound marketing.
- The latest trends: connected commerce, Web to Store...
- The Blue Ocean, or the creation of new strategic spaces.
- Big Data and e-CRM.

Group discussion

Brainstorming and exchanges between trainees on the possibilities of digital within their respective companies.

2 Building a winning and effective digital strategy

- Company positioning: SWOT, PESTEL...
- How do you benchmark?
- Setting SMART objectives.
- Search engine optimization (SEO) techniques, the key to your company's digital visibility.
- Paid, Owned and Earned Media (POEM), the principles of acquisition.
- Levers: branding, performance.

Role-playing

Based on a real-life case study, trainees define a digital marketing strategy using the methodologies and knowledge acquired during the first day.

3 Understand the business benefits of Web 2.0 and 3.0

- Overview and key figures.
- Use of different social networks.
- The contribution of mobile to corporate strategy: the 5Ps of mobile.
- Geomarketing, Streetmarketing, Showrooming, Geofencing.
- New viral strategies and influencer marketing.
- Content marketing.
- Innovative technologies for digital marketing.

Case study

Master your e-reputation with demonstrations of dedicated tools. Case studies: examples of e-reputation management.

4 Planning and budgeting your digital campaign

- Implementation of a campaign schedule.
- The tools at our disposal: Gantter...
- Performance measurement: tracking.
- Which performance indicators and why?
- Analyze and manage results. Overview of tools: Google Analytics, Omniture,...
- Organization of reporting.
- Definition of an action plan.

Exercise

Building a dashboard. Example of a cross-channel dashboard.

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.

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.

Dates and locations

REMOTE CLASS

2026 : 15 June, 10 Sep.