

# Course : Optimize your digital media investments

optional DiGiTT® remote certification

*Practical course - 2d - 14h - Ref. WZM*

*Price : 1590 CHF E.T.*

Les parts de marché de la publicité digitale dépassent désormais celles de la télévision, de la presse et de la radio réunis. À l'heure de cette révolution inéluctable, cette formation vous permettra de repenser et d'optimiser votre stratégie et vos campagnes publicitaires sur le Web et les médias sociaux.

## Teaching objectives

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

- ✓ Developing an effective digital advertising strategy
- ✓ Launch advertising campaigns with Google Ads and Facebook Ads
- ✓ Managing digital advertising campaigns

## Intended audience

Marketing and sales managers, product managers, managers, communication officers, company directors.

## Prerequisites

Basic knowledge of web marketing and social media.

## Practical details

### Hands-on work

Theoretical input and practical exercises. Case studies and feedback.

## Course schedule

### PARTICIPANTS

Marketing and sales managers, product managers, managers, communication officers, company directors.

### PREREQUISITES

Basic knowledge of web marketing and social media.

### 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 Digital, a new deal in your media strategies

- Know the key figures for digital advertising.
- Discover the main trends and prospects for advertising on the Web and social media.
- The levers to know and associated terminology.
- Analyze and understand how to reorganize your online and offline media mixes.

### Hands-on work

Analysis of data from the SRI 2019 e-ad Observatory. Case study of complementary offline and online campaigns.

## 2 Developing an effective digital media strategy

- Develop an integrated vision: message + targeting + timing.
- Reassessing advertising targeting in the age of Data, Precision Marketing and Predictive Marketing.
- Understand the different types of objectives.
- Review and develop content.
- Think in terms of customer and media paths.
- Arbitrate effectively between one-off speeches and strategies "fil rouge".

### Case study

Development of an online media strategy: submission of a brief, collective reflection on the appropriate media recommendation, analysis of the response and feedback.

## 3 Understanding Google and Facebook lever settings

- Introduction to Google Ads and Facebook Ads.
- Overview of different campaign types (objectives, targeting, formats, etc.).
- Launch an effective advertising campaign on Google and Facebook.
- Create personalized audiences.

### Hands-on work

Preparation and launch of a Facebook advertising campaign.

## 4 Manage and optimize your digital advertising campaigns

- Use the possibilities offered by AB testing.
- Realign KPIs across platforms.
- Produce the right reports to meet your objectives.
- Use internal and external benchmarks to monitor performance.

### Case study

Studies, analyses and comparisons of various digital advertising campaign reports.

### 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**

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre 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.