

# Course : Make your digital marketing more responsible

Digital transformation is overturning consumption models and giving rise to digital uses with real social and ecological impacts. Digital marketing professions have a real role to play in meeting these economic, social and environmental challenges.

## Teaching objectives

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

- Identify the environmental and social issues and impacts of digital marketing
- Integrating the notion of responsibility into a digital marketing strategy
- Draw up an action plan and identify areas for improvement using digital marketing levers

## Intended audience

(Web) marketing managers, digital media managers, e-commerce managers, social media managers, media managers, acquisition managers, UX designers, web designers.

## Prerequisites

Knowledge of web and marketing fundamentals.

## Practical details

### Teaching methods

Active, participative teaching methods.

## Course schedule

### PARTICIPANTS

(Web) marketing managers, digital media managers, e-commerce managers, social media managers, media managers, acquisition managers, UX designers, web designers.

### 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 Master the concepts of sustainable development and corporate social responsibility

- Déterminer les objectifs pour passer du développement durable à la RSE.
- Maîtriser les 3 piliers de la RSE.
- La RSE : un enjeu de compétitivité.
- CSR: a brand image and employer brand issue.

### Group discussion

Exchange of experience between participants and trainer.

## 2 Integrating the notion of responsibility into the digital transformation of organizations

- Digital responsibility at the heart of organizational transformation.
- The challenges and environmental and societal impacts of digital technology.
- Principles and methodologies of corporate digital responsibility (CDR).
- The benefits of a responsible digital approach, the regulatory framework, initiatives and labels.

### Example

Exchange on examples of existing projects.

## 3 Defining a responsible digital marketing strategy

- Identify the environmental and social issues and impacts of digital marketing.
- Differentiate between the emergence of Marketing for Good, Techforgood and Green IT.
- Avoid the Good/Green washing trap.

### Case study

Identify cases of Good and Greenwashing.

## 4 Diagnose the environmental and social impact of your digital marketing strategy

- Measure the environmental challenges of your Owned and Paid Media activities.
- Diagnose the social impact of your Owned and Paid Media activities.

### Case study

Measure the environmental impact of a website.

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 Combining performance and responsibility in your digital marketing strategy

- Refer to Owned and Paid Media tools and best practice guidelines.
- Activate effective and responsible Owned and Paid Media levers.
- Work on Owned Responsible Media levers: eco-design, accessibility, privacy...
- Work on Responsible Paid Media levers: display, responsible e-advertising, video.
- Rethink your data strategy and develop your content strategy.
- Develop a well thought-out CRM strategy and work on your e-reputation.

### Exercise

Quizzes on responsible digital marketing.

## 6 Reinventing more responsible digital marketing

- Draw up improvement guidelines for a more responsible digital marketing strategy.

### Hands-on work

Build a responsible digital marketing strategy tailored to your business.