

Course : Digital communication: developing and managing your strategy

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

Price : 1530 CHF E.T.



4,6 / 5

BEST

This course will show you how to define objectives and develop a high-performance digital communications strategy in line with your company's overall strategy. You'll learn how to implement a digital communication system and the tools needed to evaluate and optimize it.



Teaching objectives

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

- ✓ Draw up a digital communications strategy and translate it into an operational plan
- ✓ Implement a mix of Web-specific communication initiatives
- ✓ Manage and evaluate your Web communication activities

Intended audience

Communications directors, community managers and all those involved in implementing a digital communications strategy.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Discussions and feedback. Theoretical input, exercises and case studies.

Course schedule

PARTICIPANTS

Communications directors, community managers and all those involved in implementing a digital communications strategy.

PREREQUISITES

No special knowledge required.

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 changes in communication

- Internet communication trends: Web 2.0, Web 3.0, Web 4.0...
- The relational logic of the Web.
- New audience behaviors: interactivity, nomadism, immediacy...

Group discussion

Collective reflection and exchanges on new behaviors and audience expectations.

2 Analyze the role of the Internet in communication strategies

- The brand's digital architecture and the "Paid, Owned and Earned".
- Know the key levers: advertising, keyword purchasing, SEO, social networks...
- Understand the synergies of a global strategy: the site and other platforms (Facebook, X (formerly Twitter)).
- Benchmarking current digital communication strategies.

Hands-on work

Carrying out a SWOT analysis of your digital communications.

3 Designing your digital campaign

- Identify your different audiences, their uses and needs.
- Define precise and achievable audience objectives.
- Identify the most relevant digital levers for your audiences.
- Exploit the synergies between these different levers.
- Allocate financial, human and organizational budgets.

Hands-on work

Establish a persona and define Web media planning.

4 Capitalize on digital creativity

- The impact of stories in digital: from cross-media to transmedia.
- Adapt to different formats and devices.
- Leverage Big Data in your campaigns.
- Key success factors for buzz marketing.
- Key stages in Web media planning.

Hands-on work

Preparing a brief for an agency.

5 Manage and measure the effectiveness of actions

- Site centric or user centric? Choosing the right indicators.
- What measures can be taken for e-reputation?
- Make the link between indicators and user experience.
- Monitor performance with an effective dashboard.

Hands-on work

Create a monitoring dashboard and evaluation perimeters.

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.

Dates and locations

REMOTE CLASS

2026 : 2 Apr., 28 May, 15 Oct., 17 Dec.