Course : Digital marketing: Implementation strategies

Remote DiGiTT® certification, optional
Synthesis course - 2d - 14h00 - Ref. MKD
Price : 1860 CHF E.T.

★★★★½ 4,2 / 5

(BEST)

🎯 Teaching objectives

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

- ✅ Understand the strategic, organizational and technological challenges imposed by the Internet
- ✅ Acquire a global and structured approach to digital marketing
- ✅ Know the main tools used to implement a digital strategy
- ✅ Learn the fundamentals of the most common digital tools
- ✅ Identify the new challenges related to data
- ✅ Know what key indicators exist for overseeing your digital strategy

Course schedule

1 Understand the impact of digital for business

- Know the four phases of digital marketing evolution: From search engines to the Internet of Things, etc.
- How technology is deeply changing consumer habits.
- Analysis of the Gartner Hype Cycle.
- The necessary transformation of companies in the digital age and the impact on marketing.
- Focus on the six pillars of digital transformation according to McKinsey.

2   Integrating digital into marketing strategies

- Integrate digital into your marketing/communication strategy.
- The BTC methodology: from auditing to action plans on different touchpoints.
- Identifying the challenges of digital for brands and the importance of becoming digital-friendly.
- Understand the notion of a brand platform in the digital age.
- Moving from exposure to engagement.
- Implementing an integrated action plan and identifying synergies with traditional touchpoints.
- Examples and success stories of digital integration.

3   How digital marketing is changing in the age of data

- Moving from emailing to a multi-channel relationship program.
- Introduction to marketing automation and the new possible scenarios.
- Different types of data available to companies.
- Differences between E-CRM, CRM, Social CRM, Open Data, 1st party, 2nd party, 3rd party, etc.
- The revolution in online advertising: from media planning to audience planning and programmatic.
- How buying patterns are changing and the new possibilities of targeted marketing.
- Setting yourself up to tackle the new challenges and opportunities that data enables for digital platforms.
- Use a Data Management Platform (DMP) or a Customer Data Platform (CDP).
- The technical, business and legal dimensions of these platforms.

4   Setting up an effective site

- Concepts of defining and building a website: personas, UX design, development language, etc.
- Impact of mobile usage on websites.
- Differences between mobile first, mobile only, responsive site and mobile application.
- Determining relevant indicators to monitor and control the performance of your site.
- Identifying the tools for collecting information and giving meaning to your indicators.
- Moving from reporting to optimizing your site.
- Optimizing the customer experience on your site with A/B testing tools, personalization tools, surveys, etc.

5   Improving your SEO

- Basics of organic SEO.
- How the Google algorithm works.
- SEO techniques: coding, relevance of the content, netlinking, etc.
- How paid search works.
- How the Google Adwords platform works: definition of bids, display in the results, etc.
- Different ways of targeting with Google Adwords: geographical, time, retargeting, etc.
- Available features: call to action, store visit, etc.
- Synergies between organic and paid search.

(6) **Optimizing the use of social media**

- Latest trends in social media and networks.
- Setting up a social media presence strategy: Which social networks to choose and what content to produce?
- Developing relevant conversational schedules.
- Managing and controlling your social media: the main tools to know.
- Examples and best practices of marketing strategies on social media.

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 la 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 : 17 Mar., 25 June, 25 June, 8 Oct., 8 Oct., 10 Dec., 10 Dec.