Marketing & Sales · MS389

Strategic Digital Marketing for Product Success

Duration	Category	Ref
1 Week	**Marketing & Sales**	**MS389**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

In today's rapidly evolving digital landscape, digital marketing has become a critical tool for organisations to reach their target audiences and drive product sales. Traditional marketing methods are no longer sufficient on their own; businesses must leverage digital channels such as social media, search engines, and email marketing to remain competitive.

This course is designed to equip participants with practical knowledge and modern tools to develop and implement effective digital marketing strategies that enhance product visibility and achieve measurable business results.

Course Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of digital marketing and its importance.
- Develop effective digital marketing strategies for products.
- Utilise key digital marketing tools and platforms.
- Plan and manage digital marketing campaigns.
- Analyse campaign performance and optimise results.
- Increase customer engagement and drive online sales.

Impact on the Organisation

- Enhanced product visibility and market reach
- Improved efficiency of marketing campaigns
- Data-driven decision-making in marketing strategies
- Stronger digital presence and brand positioning

Personal Impact on Participants

- Practical digital marketing skills development
- Ability to manage digital marketing campaigns professionally

- Improved analytical and strategic thinking
- Enhanced career opportunities in digital marketing

Target Audience

- Marketing and communication professionals
- Entrepreneurs and business owners
- Sales and business development teams
- Anyone interested in digital marketing

Course Outlines

Day 1

Introduction to Digital Marketing

- Overview of digital marketing concepts and importance
- Differences between traditional and digital marketing
- Key digital channels (social media, search engines, email)
- Understanding the customer journey
- Practical Exercise: Analyse a successful digital campaign

Day 2

Product Marketing Strategies

- Identifying target audiences
- Crafting value propositions and messaging
- Selecting the right digital channels
- Developing a digital marketing plan
- Practical Exercise: Build a marketing strategy for a product

Day 3

Digital Marketing Tools & Platforms

- Social media marketing fundamentals
- Paid advertising (Google Ads, social ads)
- Email marketing strategies
- Basics of Search Engine Optimisation (SEO)
- Practical Exercise: Create a sample digital campaign

Day 4

Campaign Management & Performance Analysis

- Launching and managing campaigns
- Key Performance Indicators (KPIs)
- Introduction to analytics tools (e.g., Google Analytics)
- Campaign optimisation techniques
- Practical Exercise: Analyse campaign data and recommend improvements

Day 5

Growth Strategies & Increasing Sales

- Conversion optimisation techniques
- Enhancing customer experience online
- Building brand loyalty
- Developing long-term digital strategies
- Final Exercise: Create a complete digital marketing strategy for a product

Ask us for a date for this course

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