Marketing & Sales · MS370

# Advanced Digital Marketing

Istanbul · 13 - 17 Dec 2026

| Date | Venue | Duration |
|---|---|---|
| **13 - 17 Dec 2026** | **Istanbul** | **1 Week** |
| Fee | Ref | Language |
| **£5,000 GBP** | **MS370** | **English** |

## Introduction

In today’s competitive digital landscape, organisations must go beyond basic online presence and leverage advanced digital marketing strategies to capture attention, generate leads, and convert customers. This programme provides a deep dive into high-performance digital tactics, data-driven decision-making, automation tools, and omnichannel growth strategies used by leading brands worldwide. Participants will gain hands-on experience with real case studies, campaign simulations, and optimisation techniques to elevate their digital marketing impact.

## Course Objectives of Advanced Digital Marketing

### At the end of this programme participants will be qualified to:

- Design and execute data-driven digital marketing campaigns across multiple channels.
- Utilise advanced SEO, SEM, and social media strategies for lead generation and brand positioning.
- Optimise conversion funnels using analytics, A/B testing, and behaviour tracking.
- Leverage marketing automation and AI tools for smarter targeting and personalisation.
- Develop ROI-driven digital strategies aligned with business goals.

## Course Methodology of Advanced Digital Marketing

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.
- Hands-on Workshops: Gain practical experience in using recruitment tools and techniques.

## Organisational Impact of Advanced Digital Marketing

- Enhanced brand visibility and online authority.
- Increased lead generation and improved conversion rates.
- Stronger alignment between marketing performance and business objectives.

- Reduced advertising waste through data and performance tracking.

## Personal Impact of Advanced Digital Marketing

- Advanced command of digital marketing tools and analytics platforms.
- Confidence in planning and optimising high-budget digital campaigns.
- Ability to interpret data and make strategic marketing decisions.
- Competitive edge for roles in growth, strategy, and digital leadership.

## Target Audience of Advanced Digital Marketing

- Digital Marketing Specialists & Managers
- Brand Managers / Growth Marketers
- Entrepreneurs & Business Owners
- Content Strategists & Communication Professionals
- Sales & Marketing Consultants

## Course Outlines

### DAY 1

### Advanced Digital Strategy & Market Positioning

- Digital marketing landscape and current industry trends
- Customer journey mapping & digital touchpoints
- Building a performance-focused digital strategy
- Competitor benchmarking and gap analysis

### Day 2

### SEO, SEM & Content Performance Optimisation

- Advanced SEO: technical, on-page, and off-page strategies
- Google Ads & keyword intelligence tools
- AI-driven content creation and ranking frameworks
- Content clusters, backlinks, and authority building

### Day 3

### Social Media Growth & Paid Campaign Mastery

- Advanced strategies for LinkedIn, Instagram, TikTok, and X
- Influencer and community-led marketing
- Paid media planning (Meta / Google / Programmatic)
- Engagement tracking, retention, and remarketing funnels

### Day 4

### Conversion Optimisation, Analytics & Automation

- Funnel design & optimisation techniques
- A/B testing, heatmaps, and user behaviour analysis
- Google Analytics 4 (GA4) deep dive for performance insights
- Email automation, CRM & AI personalisation engines

### Day 5

## Performance Scaling & ROI Growth Plan

- Budget allocation & media mix modelling
- KPI dashboards and reporting frameworks
- Building a 90-day digital growth roadmap
- Group project: Pitch a full digital campaign strategy

### Register or ask about this course online

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training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14