Marketing & Sales · MS370

Advanced Digital Marketing

Madrid · 14 - 18 Dec 2026

Date	Venue	Duration
14 - 18 Dec 2026	**Madrid**	**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

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