LONDON SCHOOL *of*
DIGITAL
MARKETING

Digital Marketing Strategy and Planning

1 Day · Classroom · Live Online Via Zoom · Weekends

Industry Approved

SYLLABUS AND CONTENT ADVISORY COUNCIL MEMBERS INCLUDE:

Google Meta Microsoft LinkedIn salesforce shopify

Single Module

Strategy and Planning

The Digital Marketing Strategy and Planning course is based on the methodology which consists of a process based on participants carrying out situation analysis exercise, a formal information gathering process, and an audience definition exercise. Participants will also develop a set of clear and meaningful objectives for the digital marketing plan and finally select appropriate tools on the basis of the anticipated audiences, objectives and budget.

The Strategy and Planning module provides a structured approach for bringing together all the strands of the Professional Diploma in Digital Marketing, to create a coherent Digital Marketing Plan which will allow you to implement a successful and effective Digital Marketing strategy.

Participants will use different Apps and other technologies to capitalize on shifting customer tendencies and learn the practical process of how to analyse a business internal skill gaps and capabilities, carrying out SWOT analysis whilst bench marketing against competitors. Participants will learn the quick tactics to implement right away.

Topics covered include:

- Setting Budget and Resources
- Key Strategy & Planning Concepts
- First Steps
- Planning
- Situation Analysis
- Formulation Plan
- Conducting Research
- Information Gathering
- Target Audience
- Setting Objectives
- Appropriate Tools
- Action Plan
- Digital Strategy and Planning Objectives
- Setting the Budget
- Measurement
- Iteration & Enhancement
- Search Marketing Audit
- Laws & Guidelines

I successfully undertook the Professional Diploma in Digital Marketing to ensure my continued professional relevance and enhance my job performance to the fullest extent. The trainers, who were not only highly knowledgeable but also were briliant at fostering an enjoyable learning atmosphere. This greatly contributed to my overall experience. Another thing is that the course is comprehensive and provided such a profound insights and practical applications that I have found exceptionally beneficial in carrying out my daily responsibilities.

Natasha Altaf

Marketing Executive & Account Manager
University of East London

University of East London

Read Natasha's story at:
londonschoolofdigitalmarketing.com

Subject Matter Experts

The course will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.

> Digital marketing short courses like are more flexible and provide agile learning experiences that is so powerful for learners across the life cycle, whether you're 18yrs, 34yrs or 50yrs."

John Farrar - **Director of Education at Google**

Google

Certification

The London School of Digital Marketing's syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 4 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 4 corresponds to level 4 on the European Qualifications Framework (EQF).

SQA

European Qualifications Framework

London School *of* Digital Marketing

Syllabus Advisory Council

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For more information or to register
for a course please contact us.

UK: +44 20 3770 9302
WhatsApp: +44 77 2719 0609

info@londonschoolofdigitalmarketing.com
www.londonschoolofdigitalmarketing.com