

An Introduction to Digital Marketing

Digital marketing is a fast-growing area, businesses are harnessing to increase their presence and customer interaction.

Understanding how digital marketing tools and techniques can add value to your customer engagement, can drive conversation and future business in a cost-effective and measurable way. This allows businesses to better understand their customer base using data to inform their decision making and understand the success of marketing activity.

Designed to stimulate, inspire, and engage, this two-day interactive workshop will provide an opportunity to not only learn the fundamentals of digital marketing, but take steps to implement a digital marketing strategy and activities directly into your business and identify future areas to explore in more depth.

Who is it for?

The workshop is designed for individuals with no or limited digital marketing knowledge, who are looking to gain an initial understanding of tools and techniques available.

The workshop will also be valuable to SME owners or senior management to understand how digital marketing offers a cost-effective way to engage with your customers and develop your business presence.

What will I get out of it?

- Gain an oversight of digital marketing tool and techniques available
- Begin to develop a digital marketing plan for your business
- Evaluate your website to understand its effectiveness
- Design and deliver digital marketing activity examples bespoke to your business
- Evaluate the success of your digital marketing activity through web analytics

Workshop structure

Session one

- What is digital marketing?
- Creating a digital marketing strategy
- Understanding your website
- Platforms

Session two

- Social media marketing
- Search Engine Optimisation (SEO)
- Web analytics

Attendees will be asked to come with details of their organisations digital marketing strategy or recent activity (if applicable) to review and develop within the sessions and will complete a task after session one to review session two.

Duration

2 half day sessions, over 2 weeks

Dates

Tuesday 11 May 2021

Tuesday 18 May 2021

Timing

Registration: 09.15

Sessions: 09.30 – 13.00

Location

Online

Cost

Fully subsidised for Workforce for the Future registered SMEs

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