

Digital Marketing Strategy Skills Bootcamp Syllabus

Module	What you will learn
Digital Marketing Landscape	What is omnichannel marketing: acquisition, development, and retention
Role of Data in Marketing	How to use customer data, personas and segmentation
Customer Journey	How to plan and evaluate customer journeys for different customer segments. How customer insights impact channels, timing and personalization
Responsible Marketing and Data Protection	What is consumer trust, accountability, lawful processing and GDPR
Planning Campaigns	How to plan, implement, measure, and optimise an integrated omnichannel campaign. How to analyse campaigns and transform data into insights for continuous improvements
Creative Strategy	How to develop a proposition, create briefs that instruct and inspire, and evaluate creative work
Marketing Channels	How to use various online and offline marketing channels; what the benefits and drawbacks of each
Customer Centric Websites	How to put your customers at the heart of your website design, use personas and insight to create personalised customer journey
SEO & PPC	What is Search Engine Marketing, Search Engine Optimisation and Pay Per Click
Social Media	How to develop a social media channel and campaign strategy whilst measuring and optimising your content
Content Marketing	How to develop and deliver a content strategy to move customers through the marketing funnel, and the right metrics to use to measure success
Affiliate & Display Marketing	How to set up and manage an affiliate program, measure performance of an affiliate channel and display advertising
Mobile Marketing	Why it is important to optimise your website for mobile, and how to develop, measure and test a mobile marketing strategy
Email Marketing	How to develop a strong email campaign strategy, and how to measure email success
Print Mail	Why and when to use direct mail or door drop campaigns, and how to measure performance
Artificial Intelligence	What are the legal and ethical aspects of AI. How to use it creatively in marketing campaigns and strategy
Budgeting	What should be included in a budget, how to set and manage one, and how to measure ROI
Presentation Skills	How to become a confident presenter
Leadership Skills	How to lead others and yourself