Mancosa [GSB]

# Digital Marketing - Practical Tools To Enhance Your Business

Consumer behaviour has played a significant role in shaping the role of marketing. With the exponential growth of mobile devices and the advancement of social media, maintaining a healthy brand image in the digital world is a necessity. Organisations seeking the ultimate online marketing advantage require a holistic digital strategy that aligns digital marketing priorities with bottom line business goals. This programme will educate delegates on how to reach the right audience by mastering digital marketing skills related to targeting, personalising and crafting a cross-platform brand narrative.

## Structure

This programme will be delivered over 2 days. Delegates completing the programme will receive a certificate of attendance.

## Who should attend?

- Marketing managers and directors from public and private sector
- Brand managers
- Sales managers and directors
- Public Relations (PR) professionals
- Business development consultants, managers and directors
- Business owners and entrepreneurs

## Upon completion of the programme, delegates should be able to:

- Design and develop a digital marketing strategy;
- Understand the role of the website in the overall digital marketing strategy;
- Measure and enhance digital marketing efforts using analytics; and
- Utilise a variety of social media platforms for marketing and communication purposes.

Education Reimagin[ed]

## Get in touch

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