

Digital Marketing Certificate

From a Leading British University



Digital marketing is one of the most impactful ways to build customer relationships and promote your organisation's products and services. It can be a struggle to make sense of the many acronyms, technologies and platforms needed for effective digital marketing. This certificate begins with an overview of the digital marketing landscape, preparing you to implement proven actions within your organisation. The program then takes a detailed look at strategies associated with leading channels and platforms including digital, mobile and emerging technologies. You will be guided, step by step, in assessing customer needs and marketing objectives, creating your own digital marketing plan and measuring its effectiveness. You will apply your marketing ideas based on your organisational priorities and resources.

Introduction	Month 1	2 day face to face digital marketing strategy workshop	BRONZE coaching, gala dinner and cocktail networking extra
	Month 2 and 3	2 day workshop PLUS 6 x 1hour online workshops every week	SILVER coaching, gala dinner and cocktail networking extra
	Month 4,7,10	2 day workshop PLUS 6 x 1hour online workshops every week plus 2 day advanced workshop (1) 2 day advanced workshop (2) 2 day advanced workshop (3) Foursight Innovation psychometric Closed User Group on-line	GOLD coaching, gala dinner and cocktail networking extra
	Full Programme	As above plus Coaching Gala dinner Thursday evening cocktail reception for networking Ebook Accommodation Foursight Innovation psychometric Closed User group	PLATINUM Coaching, Gala Dinner and Cocktail Networking Event

Programme Overview

Cohort Size
Bespoke, intensive, experiential delivery to a maximum of 25 attendees.

Location
5* Hotel in Manama
Faculty

Jonny Ross
Jonny Ross is an associate tutor in digital marketing at the University of York and is managing director of Jonny Ross Consultancy: an award-winning digital marketing agency. JRC works with a wide range of B2B and B2C businesses, education/training providers and both public and third sector organisations.

Jonny has over 16 years experience in small business, and over 15 years' experience in digital online technologies. He specialises in digital and social media marketing, web design and search engine optimisation.

Jonny has a proven track record in delivering strategies and solutions that will drive the right audience to a company's website and enable the organisation to earn revenue from their site.

Jonny's commercial sector experience includes both B2B and B2C; retail, professional services, education, local government, property management and telecommunications.

In addition to his many commercial business clients, Jonny Ross has also worked with schools, universities and training providers (including East Riding Council, York University, Sheffield Business School and Bradford University School of Management) on the development of new social media platforms and campaigns.

Jonny Ross is an experienced speaker and has devised and run numerous social media training events and strategy workshops for hundreds of people, including businesses and employees at all levels.

See Jonny in action here <https://www.youtube.com/watch?v=2hiilskmGW9U>

Timings
8:00 am networking for 8:30 am sharp start to 4.00pm.

Module Details

Day 1 Write a digital marketing plan in a day – and understand how to implement it!

This one-day digital marketing masterclass gives an overview of all the main digital channels and social media platforms, explaining how to use them and exploring which ones are best to reach different target audiences.

Course contents
With advice and techniques that apply to both B2B and B2C markets, this masterclass covers blogging, onsite and offsite search engine optimisation (SEO), and email marketing; with Jonny's unique insights on all the major social media platforms, including LinkedIn, Facebook and Twitter.

The course examines the importance of blogging, how it is core to any good digital strategy, and how it links in with an organisation's wider PR and communications strategy. It explains the basics of SEO and how blogging and other social media activities and platforms benefit your website's SEO.

It also touches upon some of the other social media platforms that are useful for engaging with SMEs, including Instagram, Google + and YouTube.

Expect lots of takeaway tips and tricks that are easy to implement and can achieve the best/quickest results.

Course delivery
Throughout the day we will be working on a personalised digital plan so that every delegate will walk out the room with a clear strategy that is actionable immediately.

Outputs
This course gives practical tips and advice on how to:

- Use blogging and social media to improve the Google ranking of your website
- Set up the technical aspects of your website to increase its Google ranking
- Use LinkedIn and Twitter to find new customers or clients, develop relationships and win new business
- Set up and manage a blog and write an engaging and effective blog post
- Be strategic on social media, including how to set goals and measure success – you will go away with a clear plan to implement in your business immediately

By the end of the course, delegates will:

- Understand how different social media platforms can be used strategically to build relationships and win business
- Have a good understanding of the impact of blogs, Twitter, LinkedIn and Google+ on website search engine rankings (SEO)
- Understand which social media platforms are right for your business and how to use them effectively
- Feel comfortable using social media and understand the correct social media etiquette
- Go away with a list of useful digital marketing tips and tricks that they can implement straight away in their business

Day 2 Running brilliant digital campaigns:
Monitoring and measuring success with Google Analytics

This one-day digital marketing masterclass builds on the previous days programme and covers techniques for monitoring and measuring the success of digital marketing campaigns, exploring essential tools like Google Analytics and how they can be used for optimising campaigns.

Course contents
Whether B2B or B2C, it is essential to understand the results of your digital marketing campaigns. This masterclass looks at ways of tracking campaign progress, whilst incorporating the use of analytical tools to measure their success.

As well as covering the ins and outs of Google Analytics, you will explore some of the more popular marketing tools – and new opportunities you have never heard of – and how they can be used effectively to spot some opportunities for your business.

Expect a variety of takeaway tips and tricks that are easy to implement and can help you achieve the best results.

Course delivery
The course is delivered through a combination of seminar and presentation style learning.

The first part of the course will focus on understanding Google Analytics and other digital marketing tools, and the afternoon will focus on how you can practically implement this into your business.

Prior to day 2, all delegates will be asked what their digital goals are – and exploring ways to help you to achieve these will be the focus of the afternoon.

Outputs
This course gives practical tips and advice on how to:

- Use web analytics to better understand campaign results
- Monitor and evaluate the success of digital marketing campaigns
- Choose key metrics and avoid spending hours trying to understand them
- Ask the right questions and challenge your agency
- Illustrate and report on the impact and ROI of your digital campaigns
- By the end of the course, delegates will:
- Understand how to strategically and effectively use Google Analytics, as well as a variety of other digital marketing tools
- Understand how to measure website performance and use results to spot new business opportunities
- Be able to use web analytic tools to understand in which areas budget can be focused.
- Go away with a list of useful digital marketing tips and tricks that they can implement straight away in their business

Post Programme Online webinars

Following attendance at the 2 day workshops delegates will have the option to join 6 one hour webinars for sharing of best practice and discussions around implementation. Suggested topics could be as follows but are open to suggestions from the client.

- Exploring live video and how to integrate into campaigns
- How to get the best out of email marketing
- Tracking and measuring - new tools to use
- Integrated campaigns- examples of campaigns that are truly integrated across most channels
- Social advertising
- Whitepapers / Link magnets

Advanced Workshops

For those delegates wishing to take their understanding and skills to the next level we will also offer three 2-day workshops delivered face to face every three months.

These will include more in-depth training and strategy for google analytics, google adwords, and Facebook advertising. It will also include an in-depth review of the marketing the delegates have been doing since the workshops and based on the responses bespoke content will be developed.

Accreditation

This programme is approved and validated by a leading British University and all participants will receive a Certificate of Achievement for Participation and will also be eligible to join the university alumni network.

Monitoring and Evaluation

As a general principle, we utilize the ADDIE evaluation framework model:
Analysis, Design, Development, Implementation, Evaluation

In order to measure learning, we undertake the following:

Reaction: we will deploy feedback sheets, and capture initial comments and feedback from delegates

Learning: formative assessment through question and answer will be utilized continuously throughout training to ensure learning has occurred, and knowledge successfully transferred.

Behaviour: if possible, we will facilitate focus groups with learners to examine the taught theory has impacted professional behaviours, productivity and culture, etc. We can additionally speak to managers to gain their perspective on how training has provided behavioural development

Results: the results for the participants may be measured against the desired outcomes we will have established prior to commencing training. Due to the nature of the training, this may require a more longitudinal approach than other levels, and interviews with management may be arranged to capture this information. Where trainers observe specific case studies or stories that provide a qualitative insight into how training has impacted any level, this information will be captured and then presented, as required.

The training overviews presented in this proposal have been developed primarily for classroom delivery and telephone / Skype coaching.

We routinely use webinars and Skype coaching to ensure training is embedded, and these tools can prove to be effective for knowledge transfer where flexibility is required.

Fees

2 day face to face digital marketing strategy workshop	BRONZE	BD495
2 day workshop PLUS 6 x 1 hour online workshops every week following the programme	SILVER Including Cocktail networking	BD795
2 day workshop PLUS 6 x 1hour online workshops every week plus 3 advanced workshops 2 day advanced workshop (1) 2 day advanced workshop (2) 2 day advanced workshop (3) Foursight Innovation psychometric Closed User Group on-line Complementary ebook	GOLD Including Cocktail networking and Gala Dinner	BD1600

Full Programme Dates

1/4	2/4	3/4	4/4
5/6 November 2017	14/15 January 2018	4/5 March 2018	20/21 May 2018

For more information get in touch

Email: coachme@beckett-mcinroy.com
Tel: +973 17590135 or +973 38146775
Website: www.beckett-mcinroy.com

*Corporate accommodation prices upon request

