

Day 1 (2 coffee breaks during the day)

- 9:00 AM Welcome and Agenda
Identifying your audience needs
Relevant Training Techniques
Introducing Principles of Digital Marketing
- Key Concepts
 - Planning
 - Best Practices
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- 1:00 PM Lunch
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- 2:00 PM Explaining the Importance of Web Presence
- Options
 - Website Considerations
 - Search Engine Optimisation (SEO)
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- 4:00 PM Workshop - Keyword Analysis & Selection

Day 2 (2 coffee breaks during the day)

- 9:00 AM Social Media Setup
- Social Media Platforms
 - Social Media Accounts
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- 1:00 PM Lunch
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- 2:00 PM Social Media Management
- Social Media Management Services
 - Marketing and Promotional Activities
 - Engagement, Lead Generation and Sales
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- 4:00 PM Workshop - Social Media Community Management

Day 3 (2 coffee breaks during the day)

- 9:00 AM Online Marketing and Advertising
- Online Advertising
 - Digital Display
 - Mobile Marketing
 - Digital Marketing Strategy
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- 1:00 PM Lunch
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- 2:00 PM Analytics
- Getting Started
 - Web Analytics
 - Social Media Insights
 - GOOGLE AdWords Analytics
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- 4:00 PM Group Discussion and Q & A