



MALTA UNIVERSITY CONSULTING

Digital Marketing Strategy November 2018 (14 hours)

Course registration fee: €155/Students €130 (closing date: Wed 31 Oct) **Time:** 17.30 – 19.30

Dates: November 2018: Wed 7; Fri 9; Tues 13; Fri 16; Wed 21; Fri 23; Wed 28

Venue: University Residence, Robert Mifsud Bonnici Street, Lija (ample parking space available)

Upon course completion, (80% attendance) attendees will receive a Certificate for successfully completing the Digital Marketing Strategy course from Malta University Consulting

Contact Information: Malta University Consulting Ltd. tel: 21 240746/9982 9244; email: maria.bugeja@muhc.com.mt

Who should attend?

The course is aimed at:

- Individuals who would like to learn practical insights and hands on practice in Digital Marketing
- Individuals who have experience in a different field but want to broaden their knowledge by adding digital marketing to their skill set
- Individuals who would like to improve their companies or the company they work for by adopting a strategic approach to their digital marketing effort

Benefits to you and your company

By the end of the course you will be able to design and implement an effective digital marketing campaign and create a strong online presence. You will gain practical insight on how to define and reach your target market by harnessing the power of digital marketing to create impact. You will learn how to select and implement appropriate online tools including social-media marketing, content marketing and search engine marketing.

We present best practice from diverse industries and provide several examples through discussion, workshops, interactive activities and demonstrations of key tools.

Learning outcomes

- Learn how to build a strategic digital marketing plan
- Learn tips and tricks for increasing customers and brand value through digital channels
- Differentiate between good and bad designs
- Maximize return on investment
- Learn how to make best use of social media
- Improve visibility in search engine results
- Differentiate between the various online advertising approaches
- Learn how to evaluate your marketing impact

Delivery style: The course will be delivered through the presentation of case studies, best examples, class discussions and demonstrations. This will ensure that attendees acquire applied skills.

Course Tutor: Dr Franco Curmi Ph.D (Lancs), M.Res. (Lancs), M.A. (Melit)

Dr Franco Curmi holds a Ph.D. on the Digital Economy from Lancaster University through the support of the UK Research Council, the Lancaster University Management School and the Lancaster University School of Computing and Communications. Prior to this, he held managing positions in technology-based companies where he provided services for clients including CNN, Sony, Reuters and Philips among others. Dr Curmi is an academic at the University of Malta, an industry consultant and conducts research in collaboration with various universities. His current interdisciplinary research cuts across marketing, design and computer science. Dr Curmi has a Master in Creativity and Innovation from the University of Malta and Master in Digital Innovation from Lancaster University, both completed with distinction.

Programme - November 2018

Wednesday 7th Session 1: New trends in Digital Marketing to create impact

- The customer and the online experience
- What's new?
- Success cases
- Definition and terms
- Type of digital marketing objectives

Friday 9th Session 2: The Website in an Integrated Online Presence

- History: where are we and how did we get here?
- Right vs wrong design
- Main design requirements, functionality, fashion and trends
- Identifying key requirements
- Planning, outsourcing or deploying techniques

Tuesday 13th Session 3: Search Engine Optimisation

- What is search engine marketing
- Improving website visibility in Google results (SEO)
- Using data for marketing insights
- Essential tools

Friday 16th Session 4: Social Media Tactics

- The value of social media on marketing techniques
- How social media works: message diffusion and propagation
- Selecting social media platforms
- Online PR and viral marketing
- Content for social
- Tools for measuring the impact of social media campaigns

Wednesday 21st Session 5: E Mail Marketing and Online Ads

- What is email marketing?
- Building email lists and CRM
- Legal considerations
- Leading email marketing tools
- Creating effective content

Friday 23rd Session 6: Content Marketing

- Why content marketing has high value
- Content type
- Audience mapping
- Ideation
- Distribution

Wednesday 28th Session 7: Developing an Integrated Strategic Plan

- Developing a plan
- Personas
- Integrating the marketing investment