

MARKETING & COMMUNICATION | COURSE BROCHURE

Strategic Digital Marketing Training

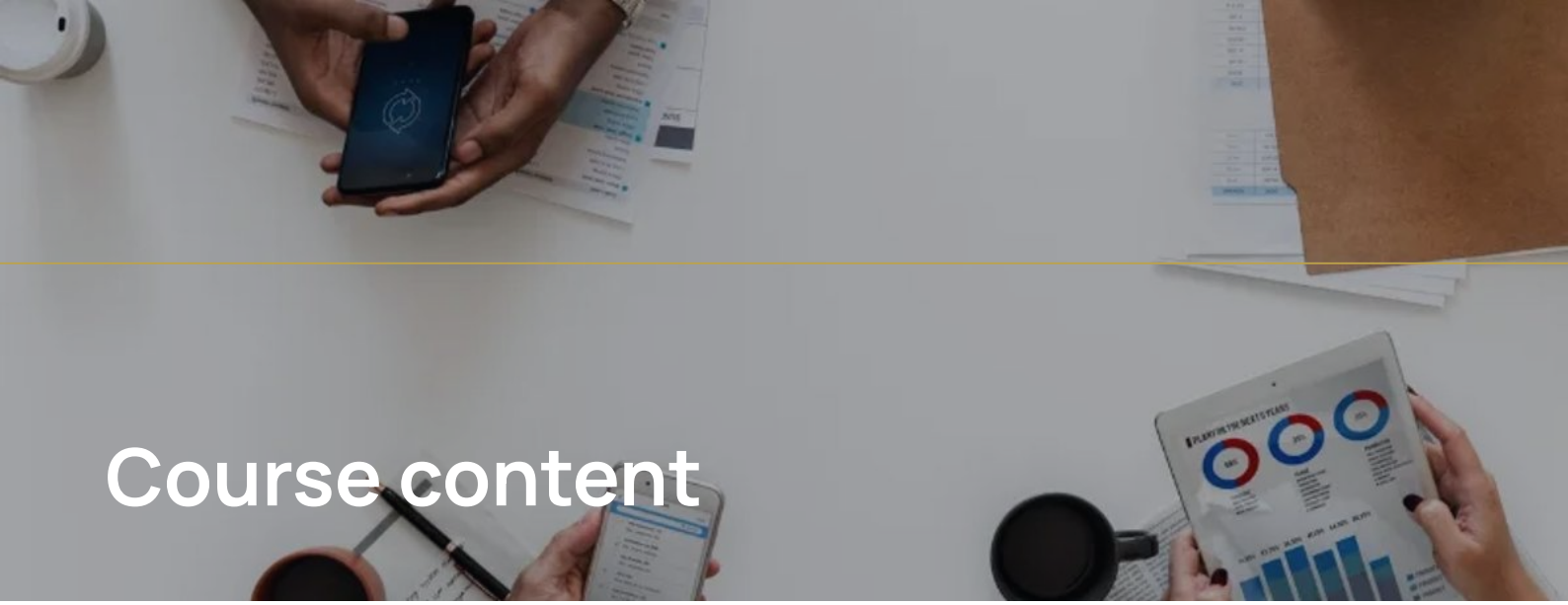
5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course equips professionals with strategic digital marketing skills, focusing on data-driven decision-making, campaign management, and performance analysis. Participants will learn to design effective digital strategies that align with business goals and enhance customer engagement across various channels.

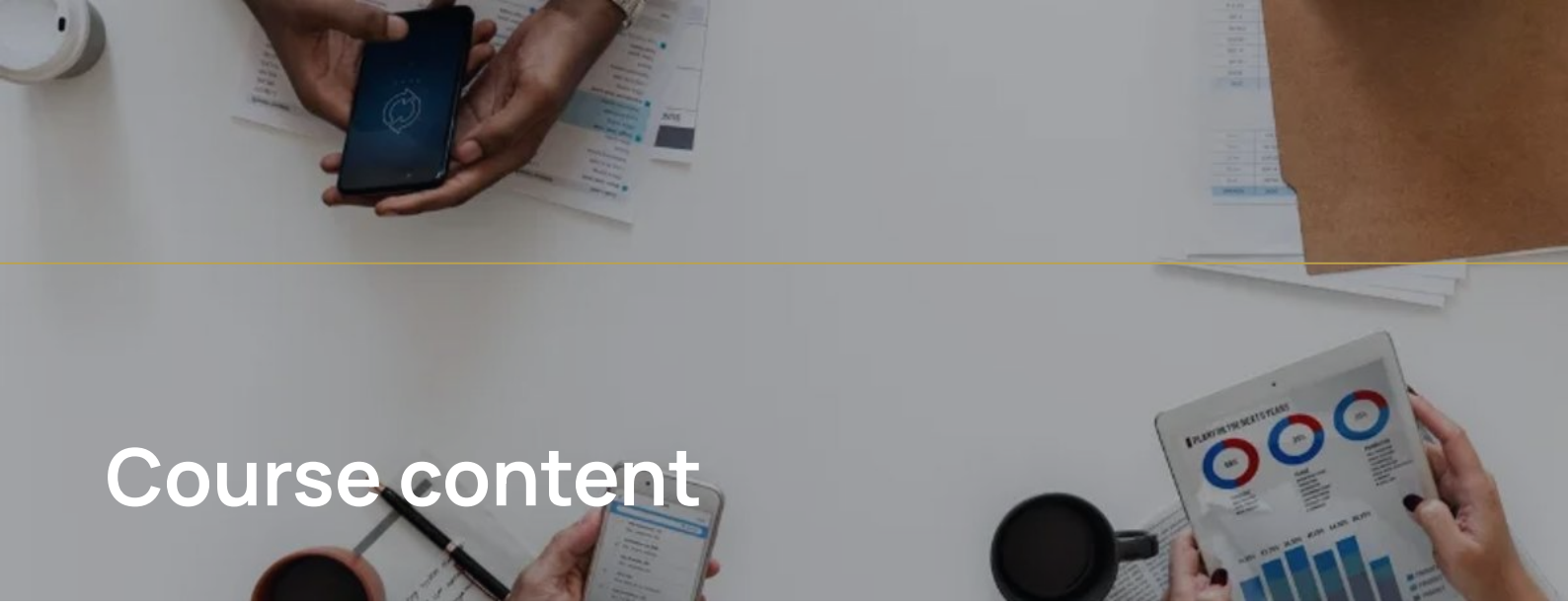
Digital marketing is essential for driving brand awareness and customer engagement in a competitive landscape. Professionals often struggle with integrating various digital channels and measuring their effectiveness. This course addresses these challenges by providing participants with the tools to develop cohesive strategies that leverage data and analytics. By mastering these skills, participants will be able to create targeted campaigns that resonate with their audience, ultimately leading to improved conversion rates and customer loyalty. Furthermore, the course will enhance their ability to adapt to rapidly changing market conditions, ensuring their strategies remain relevant and effective.
Participants will engage in hands-on exercises that simulate real-world scenarios, allowing them to practice crafting digital marketing campaigns. They will learn to assess market trends, optimise content for different platforms, and analyse campaign performance, ensuring they can make informed decisions that enhance their organisation's digital presence. By the end of the course, attendees will have developed a comprehensive understanding of digital marketing tools and techniques, enabling them to implement effective strategies that drive measurable results. This practical approach ensures that participants leave with the confidence to apply their new skills immediately in their professional roles.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and practical simulations to foster learning. Participants will work in teams to develop and present digital marketing strategies based on fictional business scenarios. Each day will include specific exercises that focus on real-world applications, such as creating content calendars, analysing campaign performance, and designing marketing strategies. Outputs will include campaign proposals, performance dashboards, and analytical reports, providing tangible evidence of their learning and capability development. This hands-on approach ensures that participants not only understand theoretical concepts but also gain practical experience that can be applied directly to their work environments.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse market trends to inform digital marketing strategies and decision-making.
• Design a comprehensive digital marketing campaign tailored to target audiences and business goals.
• Evaluate the effectiveness of digital marketing channels using key performance indicators (KPIs).
• Construct a content calendar that aligns with strategic marketing goals and audience needs.
• Prioritise digital marketing tactics based on budget, resources, and expected outcomes.
• Assess the impact of social media engagement on brand perception and customer loyalty through data analysis.

Target audience

This course is suitable for:
• Marketing Managers looking to enhance their digital strategy skills.
• Business Development Professionals aiming to leverage digital channels for growth.
• Brand Managers focused on improving customer engagement through digital marketing.
• Entrepreneurs seeking to establish a strong online presence for their startups.

Target competencies

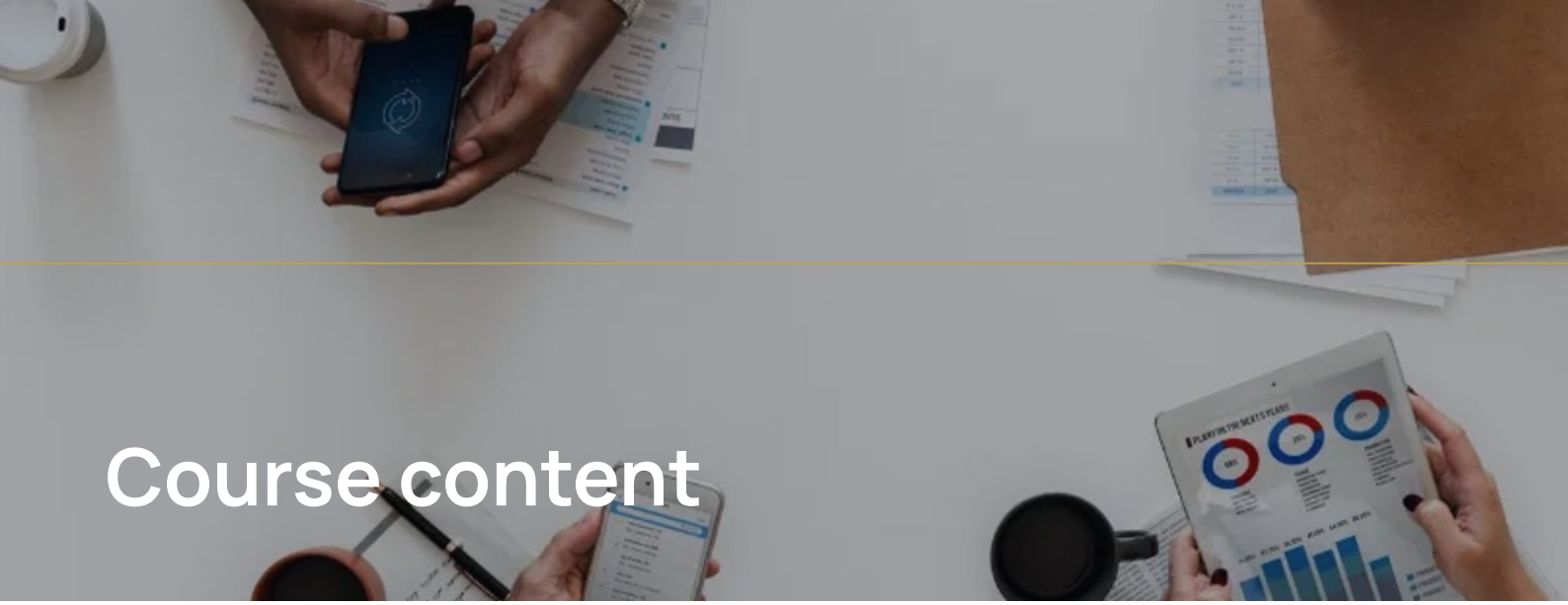
Participants will develop competencies in:
• Strategic thinking in digital marketing initiatives.
• Data analysis for informed decision-making and strategy refinement.
• Campaign management across multiple digital platforms and channels.
• Content creation and optimisation for diverse audiences and formats.
• Performance measurement and reporting of marketing activities and outcomes.
• Collaboration and communication within marketing teams and stakeholders.

Course outline

Day 1: Understanding Digital Marketing Fundamentals

Applied activity: Participants will analyse a fictional company's current digital marketing presence and identify gaps in their strategy. They will use market research tools to segment the audience and propose initial improvements to enhance engagement and reach.
Output: A report outlining audience segments and proposed digital marketing enhancements.

09:00–09:54	Defining digital marketing and its importance in achieving business objectives.
09:54–10:48	Exploring various digital marketing channels and their unique advantages for brands.



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10:48–11:00	Identifying target audiences through effective market segmentation techniques.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying target audiences through effective market segmentation techniques. (continued)
12:12–13:06	Understanding the customer journey and key touchpoints in digital marketing.
13:06–14:00	Examining the role of data and analytics in shaping marketing strategies and decisions.

Day 2: Crafting Effective Digital Marketing Strategies

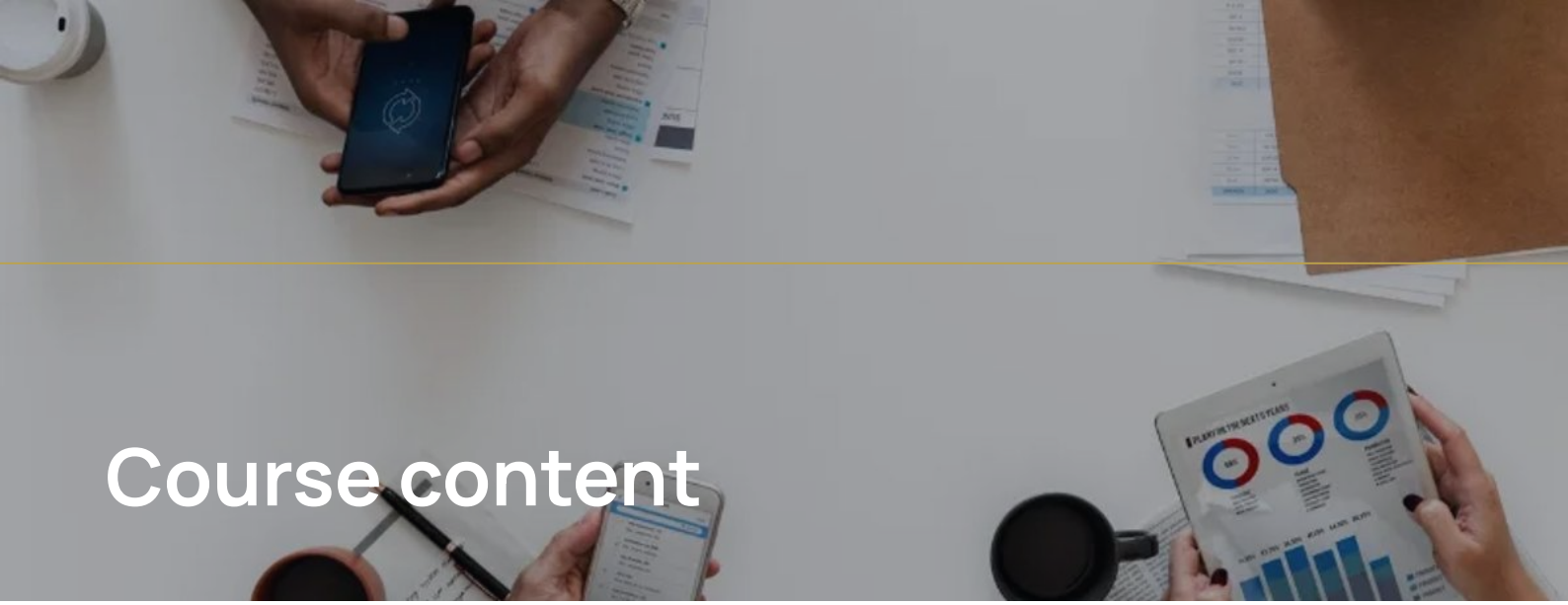
Applied activity: Working in groups, participants will design a digital marketing strategy for a new product launch, incorporating various channels and tactics. They will present their strategy to the class for feedback, focusing on alignment with business objectives.
Output: A comprehensive digital marketing strategy presentation, including objectives and tactics.

09:00–09:54	Setting SMART objectives for digital marketing campaigns to ensure clarity and focus.
09:54–10:48	Developing a unique value proposition that differentiates the brand in the market.
10:48–11:00	Creating a multi-channel marketing strategy that aligns with overall business goals.
11:00–11:30	**Coffee break**
11:30–12:12	Creating a multi-channel marketing strategy that aligns with overall business goals. (continued)
12:12–13:06	Utilising customer personas to tailor marketing messages for specific audiences.
13:06–14:00	Integrating SEO and content marketing into the overall digital strategy for maximum impact.

Day 3: Content Creation and Distribution

Applied activity: Participants will create a content calendar for a fictional brand, including blog posts, social media updates, and email campaigns. They will justify their choices based on audience insights and strategic goals, ensuring a cohesive approach.
Output: A detailed content calendar with proposed content topics, formats, and distribution timelines.

09:00–09:54	Understanding the principles of effective content marketing and its role in engagement.
09:54–10:48	Developing engaging content tailored to different platforms and audience preferences.
10:48–11:00	Utilising storytelling techniques to enhance brand messaging and connection.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising storytelling techniques to enhance brand messaging and connection. (continued)



Course content

12:12–13:06	Exploring tools for content creation, management, and distribution efficiency.
13:06–14:00	Planning a content distribution strategy for maximum reach and engagement.

Day 4: Measuring and Optimising Campaign Performance

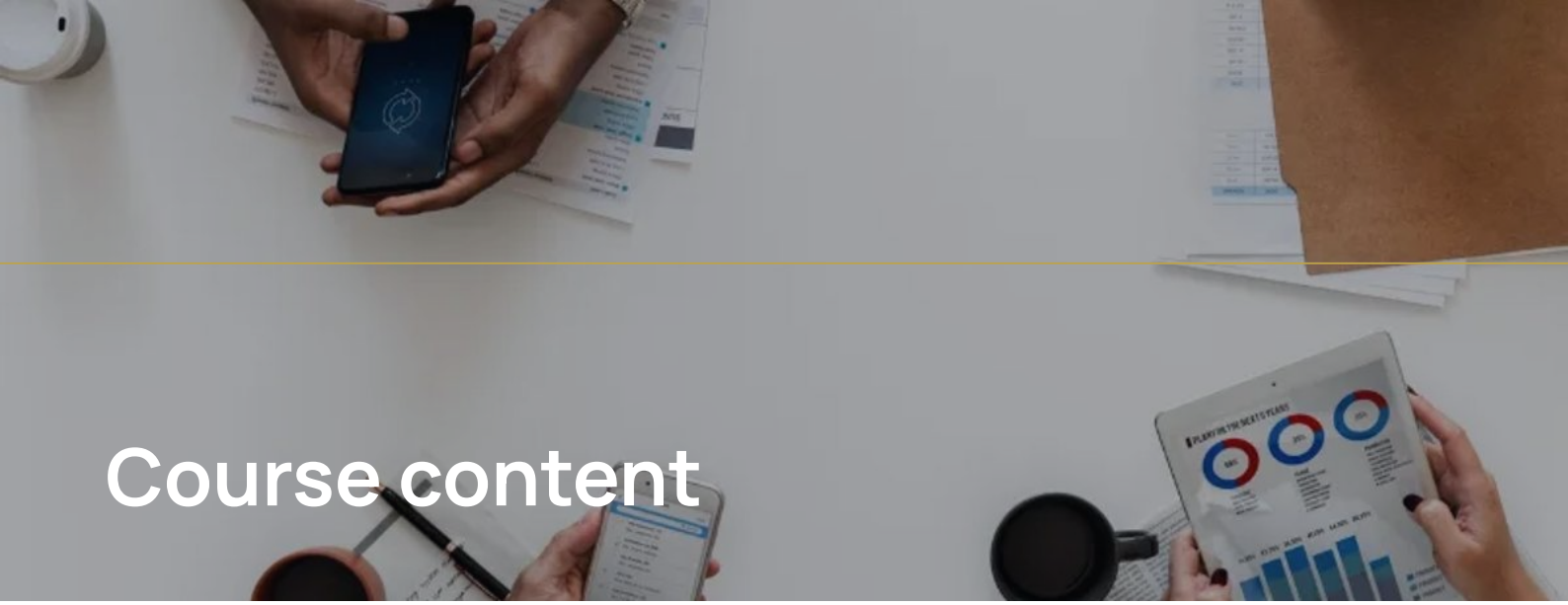
Applied activity: Participants will analyse a set of fictional campaign data to assess performance against established KPIs. They will identify areas for improvement and suggest actionable changes to enhance future campaigns based on their analysis.
Output: A performance analysis report with recommendations for optimisation and improvement.

09:00–09:54	Identifying key performance indicators (KPIs) for digital marketing campaigns to measure success.
09:54–10:48	Using analytics tools to track and measure campaign performance effectively.
10:48–11:00	Interpreting data to make informed adjustments to marketing strategies and tactics.
11:00–11:30	**Coffee break**
11:30–12:12	Interpreting data to make informed adjustments to marketing strategies and tactics. (continued)
12:12–13:06	Conducting A/B testing to optimise marketing efforts and improve outcomes.
13:06–14:00	Reporting findings and insights to stakeholders to demonstrate value and impact.

Day 5: Integrated Digital Marketing Application

Applied activity: In teams, participants will develop a full digital marketing plan for a fictional company, addressing all aspects from strategy to execution. They will present their plan to a panel for evaluation, focusing on integration and effectiveness.
Output: A complete digital marketing plan document, including strategy, tactics, and implementation steps.

09:00–09:54	Bringing together all elements of digital marketing for cohesive strategies and execution.
09:54–10:48	Exploring case studies of successful digital marketing campaigns for insights and inspiration.
10:48–11:00	Collaborating on a comprehensive digital marketing plan that integrates all learned concepts.
11:00–11:30	**Coffee break**
11:30–12:12	Collaborating on a comprehensive digital marketing plan that integrates all learned concepts. (continued)
12:12–13:06	Utilising feedback to refine marketing approaches and strategies for effectiveness.
13:06–14:00	Preparing for real-world implementation of digital strategies with actionable steps.



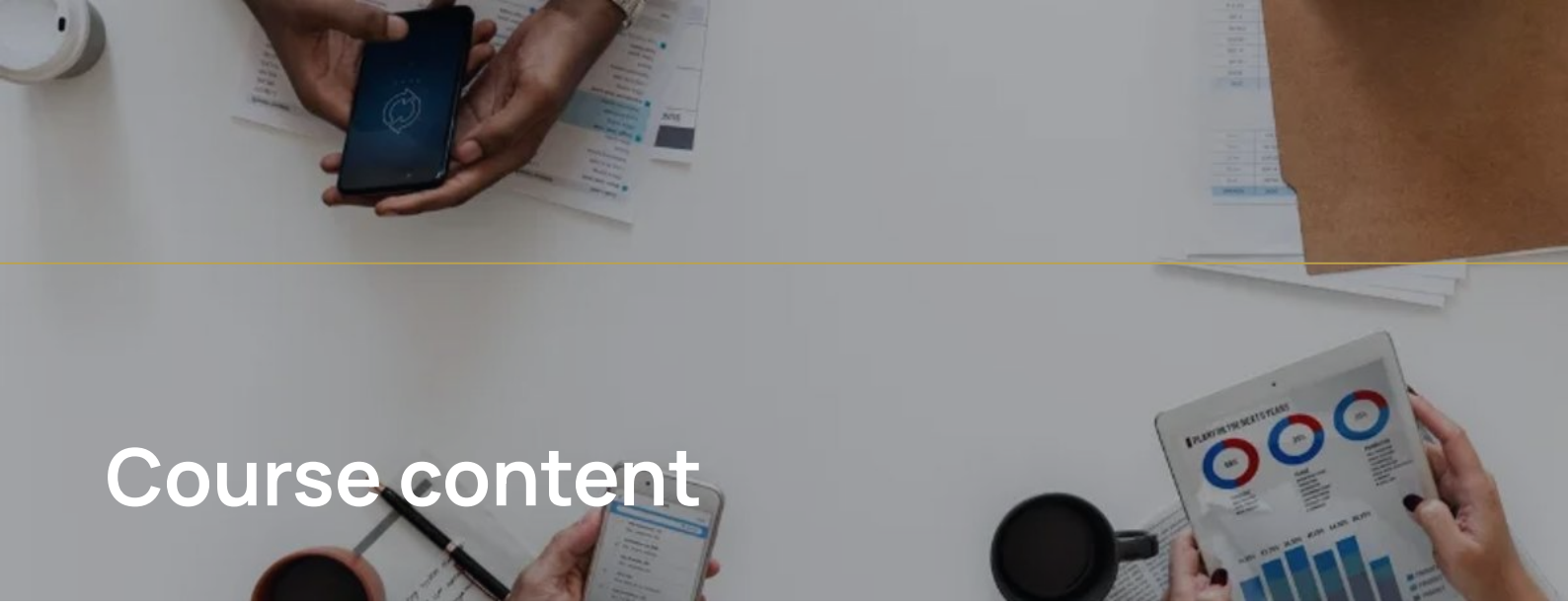
Course content

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

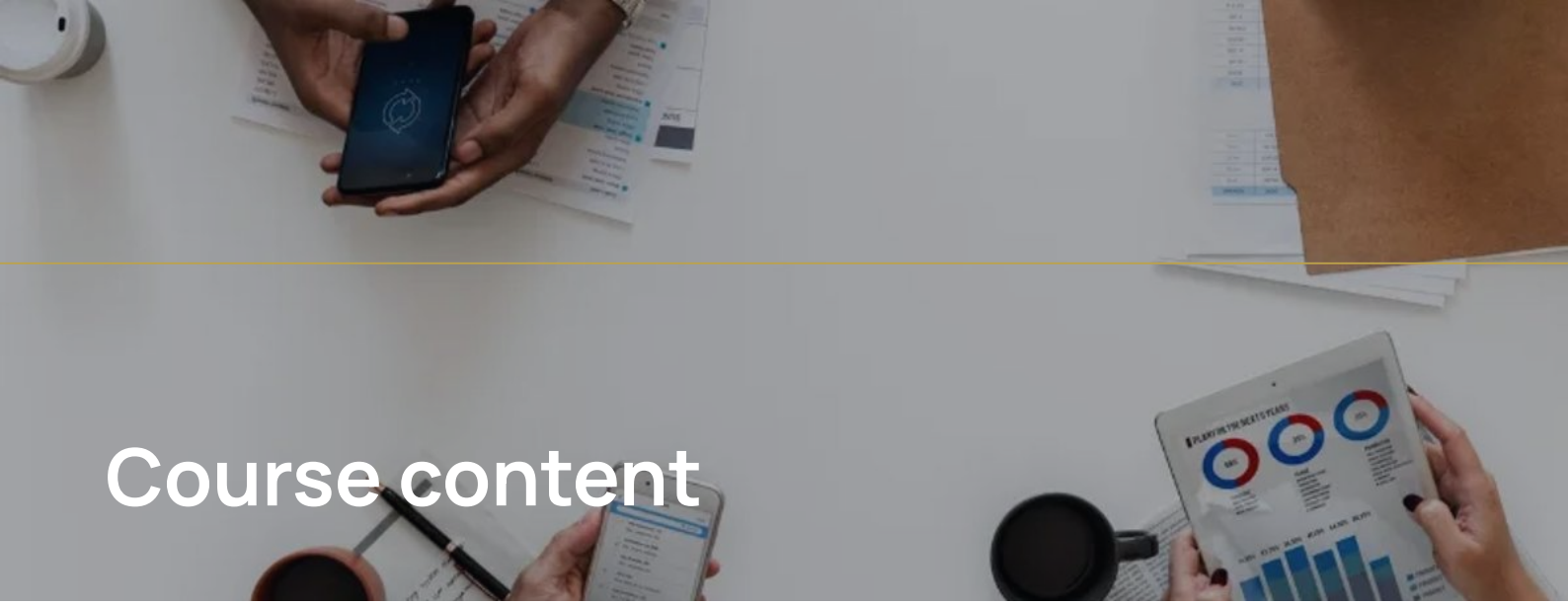
Venue	Start date	End date	Fee (GBP)
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,820.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Barcelona Confirmed dates	30 Nov 2026	4 Dec 2026	**£2,840.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**£3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**



Course content

Dates, venues and fees (continued)

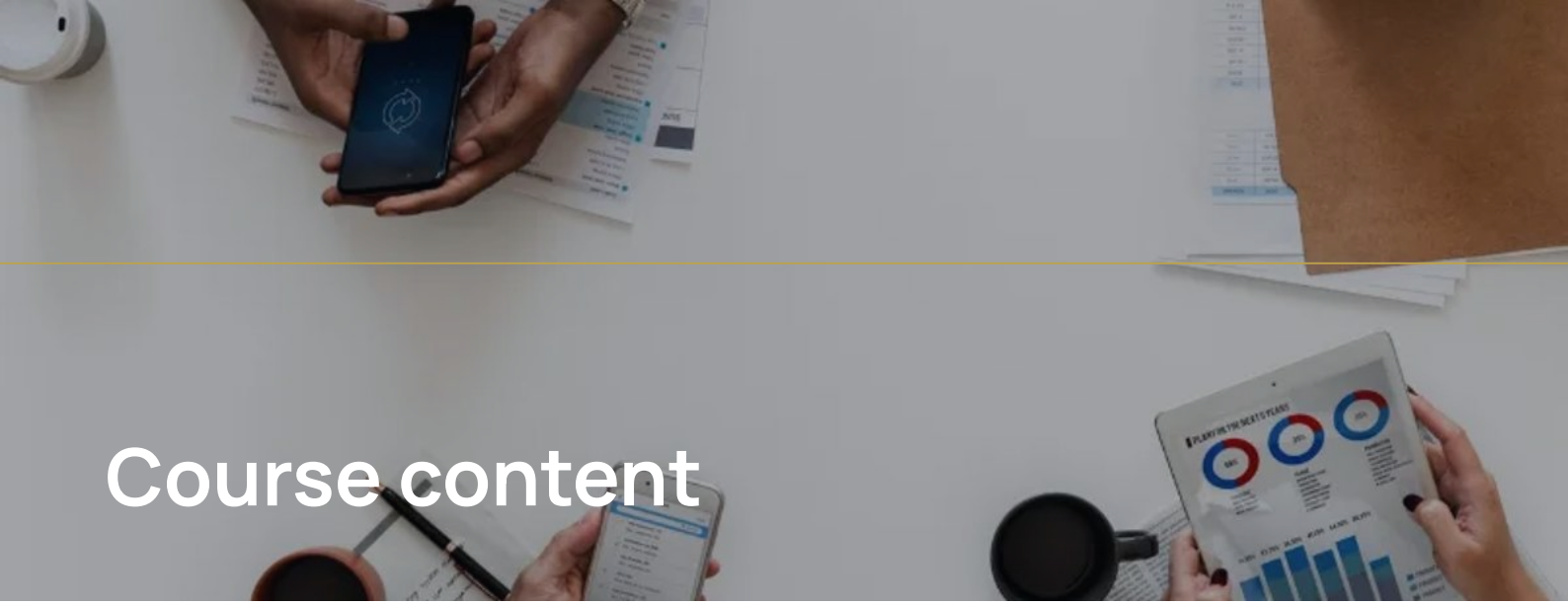
Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,650.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.-**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,860.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.-**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,650.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.-**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,540.-**



Course content

Dates, venues and fees (continued)

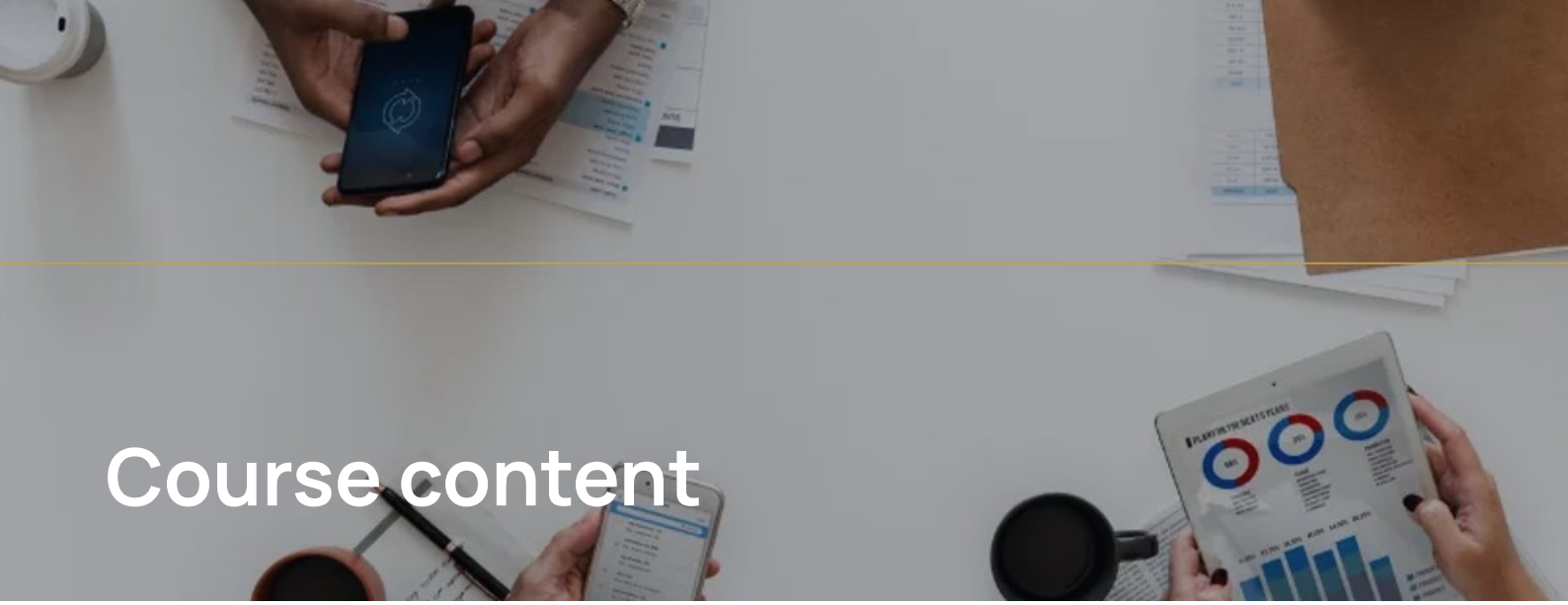
Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**£2,820.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**£3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

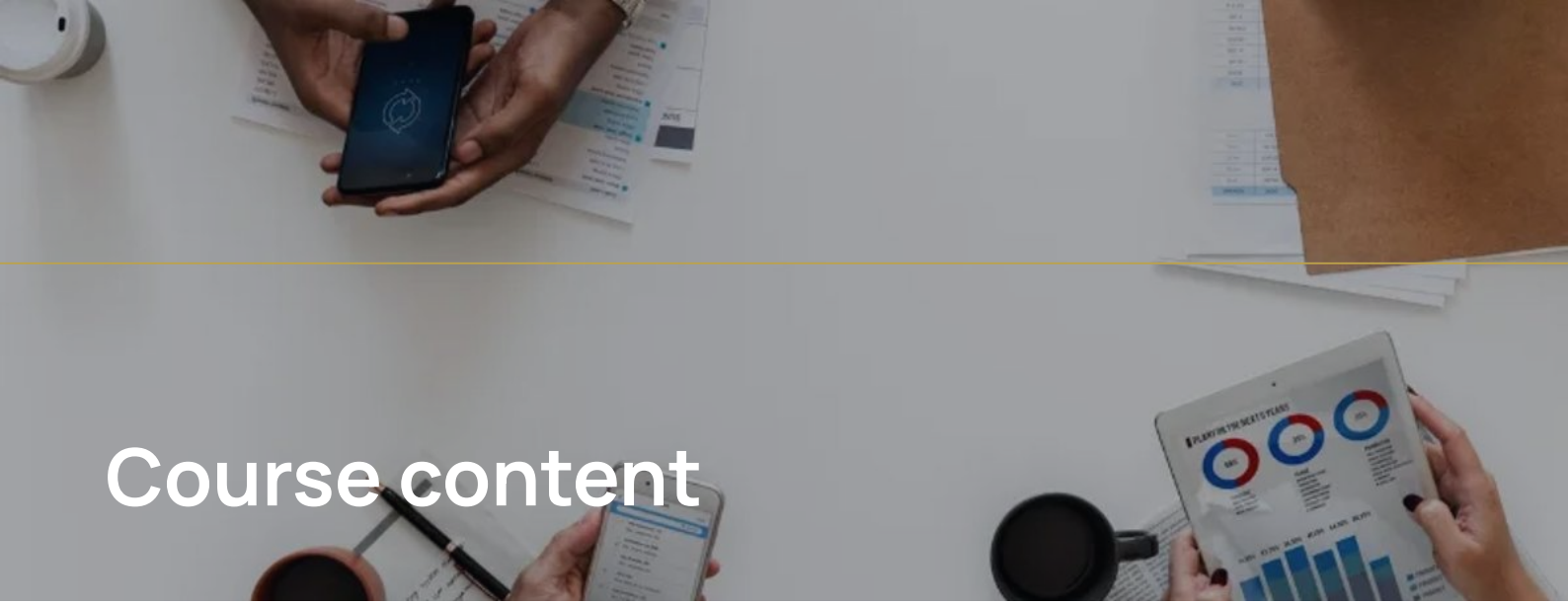
Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**£2,650.-**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.-**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**£1,890.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**£1,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.-**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,860.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.-**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,650.-**



Course content

Dates, venues and fees (continued)

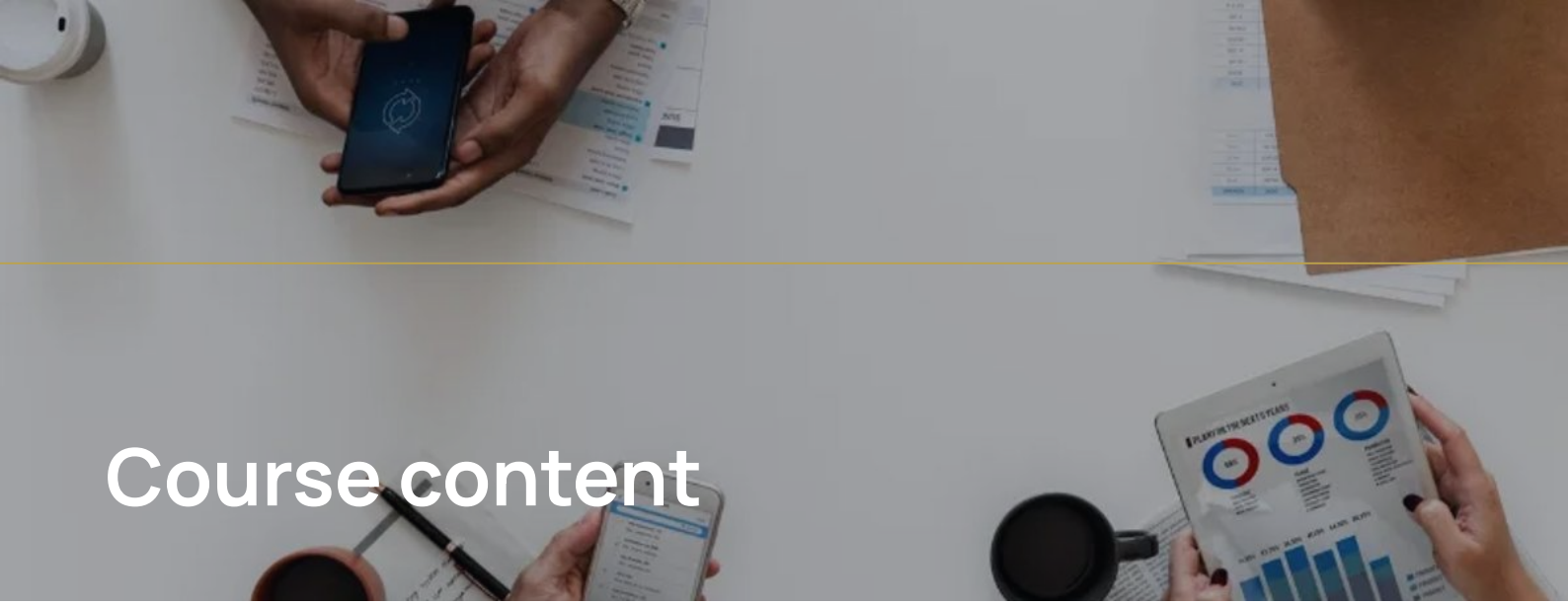
Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,890.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**



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Dates, venues and fees (continued)

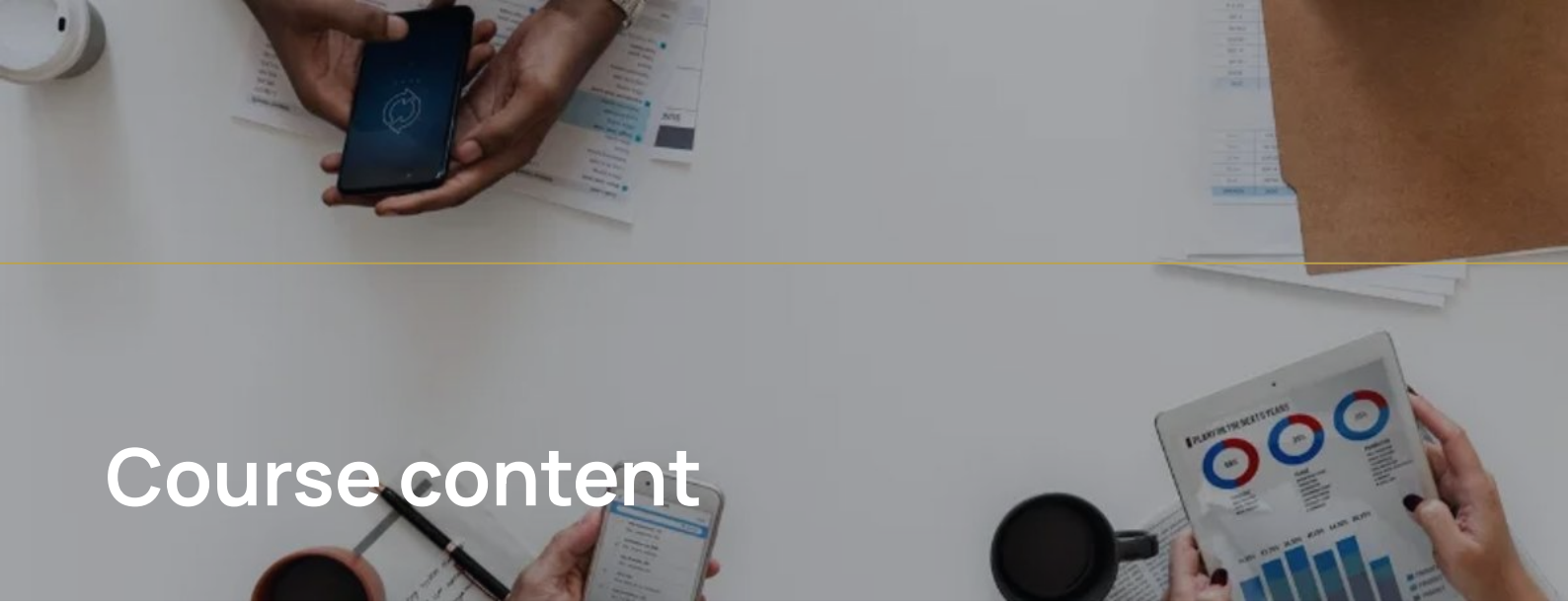
Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**£3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**£2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,860.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.–**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,650.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.–**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,540.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.–**
Vienna Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,940.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.–**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**£2,820.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
London Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**£3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online