



Leading Digital Marketing Strategy

Overview

Understanding how to guide or implement effective digital strategies and how to manage the optimisation of digital marketing activities is a critical skill set for today's business and marketing professionals.

This programme aims to give participants a broad understanding of the concepts and techniques used in the formulation and application of digital marketing strategy. Participants will be introduced to the underlying principles of digital strategy including assessing the digital ecosystem in specific case studies, understanding the consumer in a digital context and understanding their behaviour.

Ireland has gained a status of special significance in the global digital economy with eight of the top ten global information technology companies having a significant presence in the country, helping to make Ireland the second largest exporter of computer and IT services in the world. This status primes the country and its academic institutions to be at the centre of global research and practice in the digital economy, notably in the fields of digital marketing and online advertising. Global leaders such as Google, Facebook, LinkedIn, Microsoft and Twitter all have European Headquarters in Dublin and the forging of strong links between academia and industry will facilitate and foster research and education initiatives in the emerging field of digital marketing.

Participants will also be introduced to the range of tactics used in digital marketing including search engine advertising, search engine optimisation, display and video advertising, content and native marketing and an introduction to analytics used in digital marketing.

Course Content

- ✓ **Developing a Digital Strategy**
- ✓ **Analysing the Digital Landscape and Consumer Journey**
- ✓ **Developing a Digital Channel Strategy**
- ✓ **Developing Content for e-WOM**
- ✓ **Measuring Digital Effectiveness**

Who should do this course?

The course aims to empower business professionals with a deep understanding of the tactical and strategic elements of digital marketing. It gives participants the necessary skills to assess the planning of digital marketing strategy initiatives as well as facilitating the implementation of these strategies. It is ideally suited to marketing professionals, however it could also be viewed as an intensive immersion into the formulation and implementation of digital campaigns for professionals across IT, finance, HR, entrepreneurship, innovation, marketing and business administration.

Applications welcome from

- ✓ Professionals who require a greater understanding of Digital Strategy in their role.
- ✓ A broad range of professionals across IT, finance, HR, entrepreneurship, innovation, marketing and business administration would greatly benefit from this programme.

Course Content

Introduction/Developing a Digital Strategy

Fundamental to an organisation's success is developing a road-map for success in digital acquisition, conversion, measurement and retention; the essence of a digital marketing strategy. In this session, we explore the elements of a digital marketing strategy and look at defining realistic objectives to drive business performance.

Analysing the Digital Landscape and Consumers Journey

This session will introduce the participants to the necessary tools and techniques to undertake a digital audit, understand and map the consumer journey. Critical to the development of strategy is a discrete understanding of the target customer's attitudes and behaviours in a digital context. In this session, participants will learn how to develop user personas, map customer journeys and scenarios and align strategy based on moments of truth.

Developing a Digital Channel Strategy

In this session, participants will learn how to align the channel strategy to the digital journey of consumers previously identified. Tactics including Search Engine Optimisation (SEO) and Advertising (SEA) as well as website design principals to maximise conversion will be covered in this session.

Developing Content for e-WOM and Influencers Marketing

Brands and Company only very partially controlled the consumer journey. In order to attract, nudge and influence consumers, marketers need to design content that can spread easily via social media. In this session, some content marketing strategy will be presented and participants will learn how to engage with key influencers to increase their market lead.

Measuring Digital Effectiveness and Analytics

In this session, participants will be guided through the range of reporting and measurement strategies that help derive insights on the effectiveness of digital marketing activities. The participants will develop KPI mapping for a selected organisation/campaign and review tactics to measure success.



Benefits

- ✓ Having completed the course participants will have a strong understanding of the different digital tools and techniques. They will have gained the necessary skills to guide the development of effective digital strategies and to oversee the optimisation of digital marketing.

Faculty



Prof. Laurent Muzellec

**Founder and Director
of the Trinity Centre for
Digital Business**

Professor Laurent Muzellec is the founder and director of Trinity Centre for Digital Business.

He is also the founder and director of the Master in Digital Marketing Strategy. Laurent teaches marketing strategy and digital marketing at executive level (e.g. Executive MBA). School of Business.



Eamonn O'Raghallaigh

**CEO at Digital Strategy
Consultants
Adjunct Teaching Fellow
delivering the MSc on
Digital Marketing Strategy**

Eamonn O'Raghallaigh is an Adjunct Teaching Fellow delivering the MSc in Digital Marketing Strategy at Trinity Business School.

He is a Fellow of the Chartered Institute of Marketing and CEO of Digital Strategy Consultants, where he advises local and international clients on digital strategy.





About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes. Our Executive Education programmes are designed to deliver impactful learning experiences to business executives so that they can better understand, manage and shape rapidly changing business environments.

How to Apply

Visit www.tcd.ie/business/executiveeducation/ for more information and to apply for this programme.

Executive Education Open Programmes

Our open programmes are specifically designed for senior executives, business leaders and professionals who want to expand their strategic thinking and knowledge-base to address significant business challenges, gain a competitive edge in their career, feel confident in new roles, or embark on new professional paths. All our courses are practical and involve action-based learning, which participants apply for a long term impact.

Over the years, Trinity Executive Education has enabled thousands of business executives to make long-term impact in their organisations. Our courses have helped them hone their leadership, negotiation, and people management skills, as well as strengthen their knowledge in finance, strategy, marketing, communication, and big data. Opportunities for collaboration with international groups of peers have also enriched their learning experience, giving them the additional benefit of expanding their professional network.

Participants leave our courses refreshed and energised, with new skills, tools and thought processes to better understand, manage and shape rapidly changing environments.

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