

€ TRAINING

Digital Media and Marketing Strategies



23 - 27 June 2025
Madrid (Spain)



Digital Media and Marketing Strategies

REF: ST1694 DATE: 23 - 27 June 2025 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

This training program delves into the evolving landscape of digital media and marketing, providing participants with the skills and insights needed to develop effective digital marketing strategies. It empowers participants to leverage digital platforms for brand enhancement and market engagement.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the key components of digital media and marketing.
- Develop and implement effective digital marketing strategies.
- Utilize various digital platforms to enhance brand visibility and engagement.
- Analyze and measure the effectiveness of digital marketing campaigns.
- Stay current with emerging digital marketing trends and technologies.

Targeted Audience:

- Marketing Professionals.
- Digital Media Specialists.
- Brand Managers.
- Content Creators.
- Business Owners.

Program Outline:

Unit 1:

Understanding Digital Media Landscape:

- Overview of digital media types and platforms.
- The role of content in digital media.
- Trends shaping the digital media landscape.

- Integrating traditional and digital media strategies.
- Ethical considerations in digital media.

Unit 2:

Developing Digital Marketing Strategies:

- Crafting effective digital marketing plans.
- Target audience identification and segmentation.
- Utilizing SEO and content marketing to drive engagement.
- Strategies for integrating social media into marketing efforts.
- Leveraging data analytics for strategic insights.

Unit 3:

Execution of Digital Campaigns:

- Tools and technologies for managing digital campaigns.
- Creating compelling digital content.
- Email marketing techniques and best practices.
- Paid advertising strategies across platforms like Google and Facebook.
- Real-time marketing and response management.

Unit 4:

Measuring and Analyzing Digital Marketing Success:

- Key performance indicators KPIs for digital marketing.
- Tools for tracking and analyzing campaign performance.
- Techniques for A/B testing and optimization.
- Interpreting data to refine marketing strategies.
- Reporting and communicating campaign results.

Unit 5:

Future Trends in Digital Marketing:

- Emerging technologies impacting digital marketing.
- Innovations in mobile marketing and app development.
- The growing importance of video content.
- Predictive analytics and artificial intelligence in marketing.
- Preparing for the future of digital engagement.