

The keys to digital marketing



MR-179 2 Days (14 Hours)

Description

This training provides you with all the skills you need to succeed in marketing in the digital age. By understanding the strategic challenges and operational levers of digital, you will be able to improve the performance of your overall marketing strategy. Through a pragmatic vision and broad sharing of best practices, transposition within your company will be facilitated. /p>

Who is this training for ?

For whom

Marketing manager, product manager and market manager. Digital marketing project manager taking up position.

Prerequisites

None

Training objectives

- Acquire the skills and tools necessary to develop a digital marketing strategy

Training program

Le marketing à l'ère du digital- un nouveau modèle

- New behaviors, new marketing levers.
- Tech and data-driven marketing.
- Digital economic models.
- Develop a marketing strategy. omnichannel distribution.

Identifier tous les leviers de la performance digitale

- Understand the web ecosystem.
- Take ownership of SEO strategies.
- Spot social media and influencer marketing opportunities.
- Content marketing, the backbone of marketing in the digital age.

Faire des nouveaux parcours client un accélérateur de performance

- Integrate all forms of communication with the customer: the POEM model.
- Traffic acquisition, outbound and inbound marketing.
- Understand and manage the conversion tunnel .
- E-mailing, landing pages, content... integrate the new rules of the game.

Les 4 conditions de la performance marketing

- Know and respect the regulatory framework and privacy.
- Adapt your toolbox: martechs and adtechs.
- Adopt relevant indicators for your activity.
- Anticipate future developments (metaverse, NFT, live shopping, etc.).