**Overview** -This 2-day course gives participants an overview of the digital marketing landscape including today’s essential disciplines and how to assess what’s right for their strategy and where they need further in-depth learning.

**Program**

The course helps make sense of online digital marketing by examining online processes and technologies used by marketers and consumers today.

The aim of the course is to educate attendees with the knowledge, recommended tools and techniques to build a digital strategy for their business, including:

* Search Engine Marketing (content) and Paid Search
* Display and Interactive Media
* Social Media - video, viral outreach, online PR
* Affiliate marketing
* Mobile
* Conversion
* Content Management and Web Design
* Email Marketing
* Social Media
* Analysis
* Data, tracking and measurement

**Course Requirements:** Each participant should bring a wi-fi enabled laptop or tablet. The training venue must be equipped with good Wi-Fi ensuring access for all participants.

Handouts will be kept to a minimum as best practice for our environment. All participants will be provided links to download the training materials presented.

**Who should attend?**

This course is ideal for those with experience of traditional, offline, marketing but less exposure to online marketing channels and those who want to reinforce their understanding of today’s online marketing practices.

**How will participants benefit?**

Upon completion of this course, participants shall:

Understand the changes happening in marketing rather than seeing ‘digital’ as an additional channel to cope with

Be energized and instilled with the confidence to use digital marketing as a part of their marketing mix

Learned structures and frameworks to help plan their digital marketing efforts and make it all fit together

Gain input the trainer to answer questions and explore the immediate challenges they are facing, as well as the opportunity to network and learn from others

Share their knowledge and gain experience from other participants

Had an enjoyable, thought-provoking two days!

**Upon completion of this course, attendees will be able to:**

Use new acquisition and retention tools to deliver an efficient digital marketing strategy

Try out key techniques using a range of tricks, tips, website tools, links and handy guides

Approach the commissioning of digital services with more knowledge and confidence

Approach the future of digital marketing for their business with more confidence

Return to their job with a solid list of ‘to-do’s’ to get on with

**What will participants learn?**

|  |  |
| --- | --- |
| * Understanding the New World
* Today’s Digital consumer mix
* The Strategic View
* Strategy and Planning
* Content Strategy
* Experimental and iterative marketing
* Data driven culture
* Integrated on/offline marketing
* Search Engine Marketing
* How the Internet invented search
* Strategies for Search Engine Optimization
* Key principles
* Paid search
* Display and Interactive Media
* Display formats and how to use them
* Targeting and measurement
* A look to the future
* Social Media
* What is content?
* Video
* Channels
* Their Content Strategy
* Affiliates
 | * Successful strategies
* Mobile
* The mobile landscape
* Why most apps fail
* Usability
* Mobile conversion
* Usability and web design
* Conversion optimization
* Building for usability
* Optimization
* User testing
* Email marketing
* Smarter email marketing
* Goal setting
* List quality
* Segmentation and targeting
* Creative design
* Copywriting
* Legal compliance
* Deliverability
* The Analysis
* Why does it matter?
* What can you measure?
* Who owns analytics?
* The future of analytics
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**The Trainer** - Brinley Waddell has 30 years’ experience in the Hospitality and Tourism Industry including senior managerial positions with major International Airlines and online hospitality global service providers. Based in Asia since 2000 (Hong Kong) and Bangkok since 2002 he has managed major clients throughout Asia including Marco Polo Hotels, Rydges Australia, Fraser Hospitality and Dusit Group to name a few.

Co-Founder of Travelsolutions Pte., Ltd. that was sold to Cairnhill Group in 2005. An entrepreneur, Brinley has successfully negotiated service agreements with leading hotel groups and suppliers and is considered by many to be highly knowledgeable on distribution and online booking systems, social media and CRM having been actively involved with several leading global systems as they have evolved over the past decade.

Brinley has been a major contributor to leading Industry Associations and has sat on Hotel Electronic Network Association APAC Committee (HEDNA) and currently serves as International Councilor for Skal International Thailand. Further detail on his career can be viewed at <http://skalthailand.org/portfolio_brinley_waddell>