# Digital Marketing Strategy for Leaders



**Understanding how to guide the development of effective digital strategies and how to oversee the optimisation of digital marketing activities is a critical skill set for today's strategic business leaders.**

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.

## Taught Modules

Developing a Digital Strategy

Understanding the Digital Landscape

Understanding the Digital Consumer

Understanding Digital Tactics

Understanding Digital Effectiveness

## Applications Welcome from

Leaders 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.

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. 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.

## Who should do this course?

The course aims to empower business leaders with a deep understanding of the strategic elements of digital marketing. It gives participants the necessary skills to assess the planning of digital strategy initiatives as well as guide marketing teams within their organisation. It facilitates strategic thinking and allows participants to input into strategic workshops. It is suited to a broad range of professionals across IT, finance, HR, entrepreneurship, innovation, marketing and business administration.

## 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.

## Taught Modules

### 1) Developing a Digital Strategy
Fundamental to an organisation's success is developing a roadmap 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.

### 2) Understanding the Digital Landscape
An important factor in formulating an effective digital strategy is assessing the current digital landscape. This course will give participants the necessary tools and techniques to undertake a digital audit to gather information to assist in strategy formulation. Have insight on current market trends, search behaviours and the state of play of their current digital presence will help drive optimisation and enhancement of their online presence

### 3) Understanding the Digital Consumer
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.

## Faculty

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 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.

### 4) Understanding Digital Tactics
In this session, participants will delve into the range of digital tactics on offer in todays business environment with use cases and strategies for deployment. We will look at trends and innovations that every leader needs to be aware of.

### 5) Understanding Digital Effectiveness
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.

## Fees

Course fees are €2,500

## Apply

Applications are currently open for the 2020 course, which will run over 3 days on Wednesday 11th, Thursday 12th and Friday 13th November.

**Please contact us if you would like to discuss a customised programme for your organisation.**

**How to Apply:**
**Email: trinity.exed@tcd.ie**

**www.tcd.ie/business/executive-education/**

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin