



# Strategic Digital Marketing & Brand Management

**Duration:** 5 Days

**Language:** en

**Course Code:** IND11-108

## Objective

Upon completion of this course, participants will be able to:

- Develop comprehensive digital marketing strategies.
- Conduct effective market analysis and customer segmentation.
- Integrate various marketing communication channels for cohesive campaigns.
- Implement advanced brand management techniques.
- Utilise digital tools to enhance brand visibility and engagement.
- Measure and analyse marketing campaign performance.

## Audience

This course is intended for:

- Marketing Managers.
- Digital Marketing Specialists.
- Marketing and Sales Professionals.
- Entrepreneurs and Business Owners.
- Marketing Consultants.
- Graduates in Marketing or Business Studies.

## Training Methodology

This course employs a variety of adult learning styles to ensure a comprehensive understanding and practical application of the material. Interactive lectures are used to introduce and explain key concepts in an engaging manner, while case study discussions offer in-depth analysis of real-world examples to illustrate successful strategies. Group activities promote collaborative learning and encourage peer interaction, and practical workshops provide hands-on opportunities for participants to apply theoretical knowledge in real-world scenarios.

## Summary

The "Strategic Digital Marketing and Brand Management" course offers an in-depth exploration of modern marketing strategies and brand management techniques in the digital era. Designed for marketing professionals, entrepreneurs, and business leaders, this five-day intensive course focuses on the strategic application of digital tools, the integration of marketing communication channels, and advanced brand management practices. Participants will gain practical skills in market analysis, customer segmentation, and developing cohesive marketing plans that drive brand success and business growth.

## Course Content & Outline

### Section 1: Foundations of Digital Marketing

- Introduction to Digital Marketing Concepts
- Evolution and Trends in Digital Marketing
- The Role of Digital Marketing in Modern Business Strategy

## **Section 2: Market Analysis and Customer Segmentation**

- Techniques for Market Analysis
- Identifying Target Audiences
- Customer Segmentation Strategies

## **Section 3: Digital Marketing Channels and Integration**

- Overview of Digital Marketing Channels (SEO, SEM, Social Media, Email Marketing)
- Integrating Channels for Maximum Impact
- Case Studies on Successful Digital Campaigns

## **Section 4: Advanced Brand Management**

- Principles of Brand Management
- Building and Sustaining Brand Equity
- Strategies for Brand Positioning and Differentiation

## **Section 5: Measuring and Analyzing Performance**

- Key Performance Indicators (KPIs) in Digital Marketing
- Tools for Monitoring and Analytics
- Techniques for Evaluating Campaign Success

## **Certificate Description**

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Customer Service & Public Relations (PR), Management & Leadership, Media and Marketing

## Tags

Brand Management, Branding, digital marketing

## Related Articles



### **Amplifying Brand Visibility: Key Strategies For Boosting Brand Awareness**

In today's competitive business landscape, brand awareness is vital for success. Learn why it matters, its impact on the customer journey, B2B marketing, and sales. Discover steps to build a brand awareness strategy and methods to measure its effectiveness.