EXECUTIVE PROGRAMME IN DIGITAL MARKETING STRATEGY & MANAGEMENT COURSE

Introduction

The Executive Programme in Digital Marketing Strategy & Management is an advanced executive programme designed to equip marketing professionals, business leaders, entrepreneurs, commercial managers and digital marketing practitioners with the strategic, analytical and managerial capabilities required to design, implement, manage and measure integrated digital marketing strategies that support brand growth, customer acquisition, engagement and revenue generation. Digital marketing has evolved beyond simply maintaining websites and social media accounts. Organizations increasingly need an integrated digital strategy that connects customer intelligence, brand positioning, content, search, social media, email, mobile platforms, digital advertising, customer experience, marketing technology and analytics. Participants learn how to translate organizational objectives into digital marketing strategies, identify priority audiences, develop customer personas, select appropriate channels and create coordinated digital campaigns. A major focus is placed on digital customer journeys and conversion. Participants examine how customers discover organizations, evaluate alternatives, interact with brands and make purchasing decisions across multiple digital touchpoints. They learn how to design digital experiences that move customers from awareness to engagement, conversion, retention and advocacy. The programme also covers Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, social media marketing, email marketing, digital advertising and marketing automation. Participants learn how these channels can be integrated rather than managed as isolated activities. Another important component is digital marketing analytics and performance management. Participants learn how to measure traffic, engagement, conversion, customer acquisition cost, return on advertising spend, customer lifetime value and other indicators relevant to digital marketing performance.

Course Objectives

- Develop comprehensive digital marketing strategies aligned with organizational objectives.
- Develop comprehensive digital marketing strategies aligned with organizational objectives.
- Analyse digital markets, customers and competitive environments.
- Develop customer personas and digital customer journeys.
- Select and integrate appropriate digital marketing channels.
- Develop effective SEO and search marketing strategies.
- Design content strategies that support customer engagement and conversion.
- Develop effective social media and digital communication strategies.
- Plan and manage digital advertising campaigns.
- Apply email marketing, automation and digital customer-retention strategies.
- Use digital analytics to measure marketing performance and customer behaviour.
- Develop digital marketing dashboards and performance KPIs.
- Apply emerging technologies, including AI, to digital marketing strategy and management.

Course Modules

> Module 1: Digital Marketing Strategy & Management
- Digital marketing evolution and strategic role
- Linking digital marketing with corporate and marketing strategy
- Digital objectives, priorities and strategic planning
- Developing an integrated digital marketing strategy

> Module 2: Digital Customer Intelligence & Market Analysis
- Digital market and competitor analysis
- Customer personas and digital behaviour
- Customer needs, motivations and online decision-making
- Digital customer segmentation and targeting

> Module 3: Digital Customer Journey & Conversion Management
- Mapping digital customer journeys
- Awareness, engagement, consideration and conversion

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi

- Digital touchpoints and customer experience
- Conversion optimization and funnel management

> Module 4: Search Engine Optimization & Search Marketing
- SEO strategy and search visibility
- Keyword research and search intent
- On-page, technical and content optimization
- Search Engine Marketing and paid search

> Module 5: Content Marketing & Digital Brand Management
- Content strategy and planning
- Storytelling and brand communication
- Content formats and distribution channels
- Content performance and optimization

> Module 6: Social Media Marketing & Digital Engagement
- Social media strategy and channel selection
- Community building and audience engagement
- Social content planning and campaign management
- Social media performance measurement

> Module 7: Digital Advertising, Lead Generation & Campaign Management
- Digital advertising strategy and campaign objectives
- Audience targeting and segmentation
- Lead-generation campaigns and conversion funnels
- Campaign optimization and advertising performance

> Module 8: Email Marketing, Automation & Customer Retention
- Email marketing strategy and database management
- Customer lifecycle and automated communications
- Marketing automation and personalization
- Retention, engagement and reactivation campaigns

> Module 9: Digital Marketing Analytics & Performance Management
- Digital marketing KPIs and measurement frameworks
- Web, campaign and customer analytics
- Conversion, acquisition and retention metrics
- Digital marketing dashboards and ROI analysis

> Module 10: AI, Emerging Technologies & Digital Marketing Transformation

- Artificial intelligence in marketing
- Marketing automation and personalization technologies
- Emerging digital channels and business models
- Developing a digital marketing transformation roadmap