



**'CIM – Digital Marketing Masterclass'**  
**20 & 21 November 2019**  
**Halifax Hall Hotel, Sheffield**  
**CUBO Rate £975 + VAT or General Rate £1218.75 + VAT**

**Delegates are residential and the fee includes  
Accommodation and all meals.**

## Overview

The digital marketing masterclass will help those with good knowledge of digital marketing, take their skills and knowledge to the next level. Focusing on advanced techniques and strategy, the course will allow delegates to develop digital marketing strategies, manage and implement campaigns and analyse results. Heavily focused on analysis of results throughout, the course will show how to build effective plans and judge return on investment (ROI).

## Benefits to you

You will understand the latest advanced techniques in digital marketing, learn how to plan and deliver effective campaigns and look at advanced techniques in digital channels. Understand and analyse analytics and data, build digital marketing strategies that are tied to business objectives, as well as calculate ROI and make decisions based on this.

An innovative and bespoke residential learning support programme for ambitious Higher Education business leaders of the future.

## What will you learn?

- Digital marketing in perspective
  - Key challenges in digital marketing
  - Latest trends and changes
  
- Advanced channel techniques
  - SEO
    - SEO technical factors
    - Effective keyword strategies
  - Social Media
    - Social search integration
    - Social outreach management
    - Custom options

- Email
  - eCRM and automation
  - Life cycle and dynamic emails
- Display
  - Advanced targeting and lifecycle events
  - Social advertising
- In-depth analytics
  - Analytics analysis
  - Multi-channel funnels
  - Attribution modeling
  - Advanced reports
  - Custom reports
  - ROI analysis
- Digital marketing strategy
  - Case Study analysis
  - Change and culture
  - Situational analysis
  - Objectives and KPI's
  - Persona's and planning
  - Strategy models
  - Implementation

## Who should attend?

This is a practical course for anyone involved with the hands-on management of digital channels, or the over-arching digital strategy. You may be working in a client side or agency side role, either as a digital marketing specialist or a marketer.

## About the Course Director

Daniel Rowles has been working in Digital Marketing for the past 15 years, with extensive experience working both client side and within the agency environment, helping to plan and implement digital marketing strategies.

He is also the voice of the Digital Marketing Podcast, a worldwide Top Ten business podcast in iTunes, Managing Director of TargetInternet.com and a lecturer at Imperial College and Cranfield School of Management.

## Professional competencies

CIM's Professional Marketing Competencies have been developed through extensive research with employers and leading academics. All of our marketing qualifications and training courses are based on this framework ensuring that marketers at all levels of seniority gain the practical skills that employers require to improve business performance. You can review the table of competencies at [www.cim.co.uk/competencies](http://www.cim.co.uk/competencies)

## How do we book on this course?

Please follow the link below:

[CIM - Digital Marketing Masterclass](#)

Or alternatively, please contact Lynn Kenny at [information@universityhospitality.co.uk](mailto:information@universityhospitality.co.uk) or call 0114 222 8983/28907

## The venue

The course will be held at Halifax Hall Hotel, Endcliffe Vale Road, Sheffield S10 3ER. Registration will be from 8.30 am on Wednesday 20 November, the course will commence at 9 am promptly. The event will finish at 5 pm on Thursday 21 November.

For further information, please follow the link below:-

<https://www.halifaxhall.co.uk/>

# Programme

Day 1	
08:30 – 09:00	Registration
Session 1	
09:00 – 10:30	Digital marketing in perspective
10:30 – 10:45	Break
Session 2	
10:45 – 12:30	Advanced search
12:30 – 13:30	Break
Session 3	
13:30 – 15:00	Advanced social media
15:00 – 15:15	Break
Session 4	
15:15 – 16:30	Advanced email and display
18:30	Dinner (residential delegates only)
Day 2	
Session 5	
09:00 – 10:30	Analytics in depth
10:30 – 10:45	Break
Session 6	
10:45 – 12:30	Attribution, ROI and data analysis
12:30 – 14:00	Lunch
Session 7	
14:00 – 15:30	Strategy, planning and case studies
15:30 – 15:45	Break
Session 8	
15:45 – 17:00	Strategy and next steps workshop
17:00	Close